

Illinois

U Library & House Home

MARCH 1958 SIX DOLLARS A YEAR—ONE DOLLAR A COPY

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RYBODY'S TRADING UP IN OSKALOOSA, page 90

■ You add a lot when you add the big overhang, page 136

Now is the time to plan for a Brand Names House Warming, page 130

What you can expect in the next housing act, page 49

Which type of house gives you the most for your building dollar? page 105

Announcing.. Another

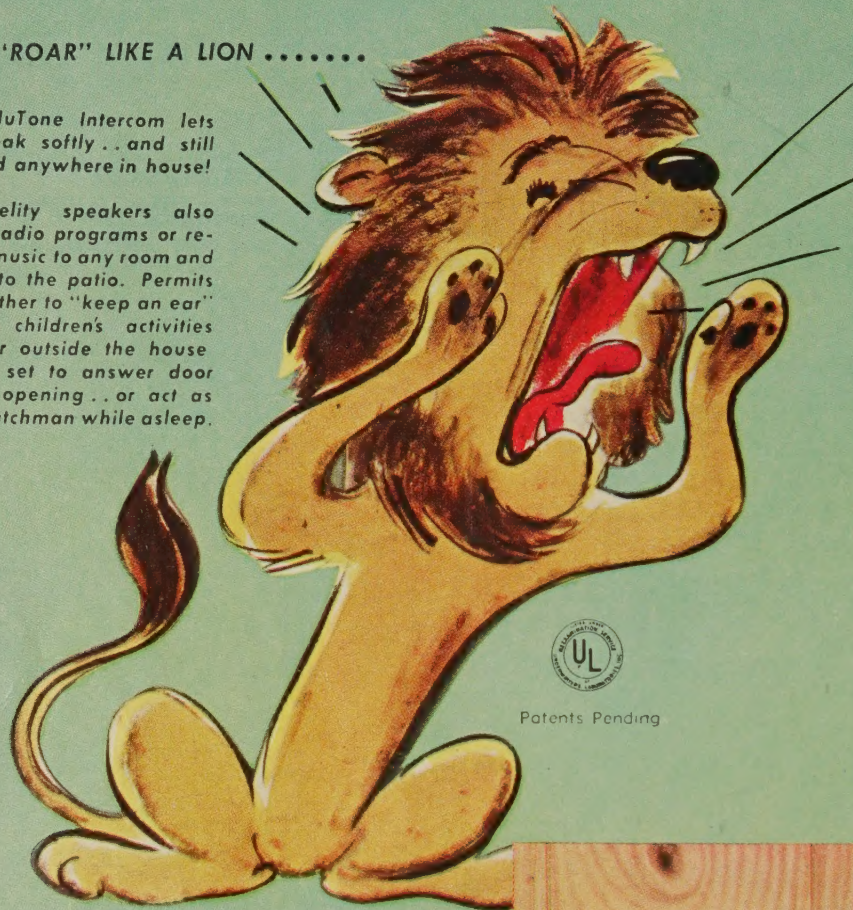
An Intercom-Radio-Music System

NEVER BEFORE .. An Intercom System So Trouble-Free

DON'T "ROAR" LIKE A LION

..the NuTone Intercom lets you speak softly .. and still be heard anywhere in house!

Fine-fidelity speakers also "pipe" radio programs or recorded music to any room and outside to the patio. Permits busy mother to "keep an ear" on her children's activities inside or outside the house. Can be set to answer door without opening .. or act as night watchman while asleep.



For years a really good intercom was a luxury beyond the reach of the average budget, Builders hesitated to install the "cheap" intercoms .. for fear of the service headaches .. or lack of demand. But suddenly .. public interest has skyrocketed. Intercoms are now one of the most wanted features in new homes.

If you have been waiting for a low-cost intercom that's trouble-free ... then here is the set for you. The world's first precision built intercom designed especially for builders .. and **GUARANTEED** with a **ONE YEAR SERVICE POLICY** .. to relieve you of costly "Service Calls."



CHOICE OF FOUR LUXURIOUS MODELS

All sets include four remote stations 3 inside .. 1 outside .. plus fittings and installation wire. Extra Remotes \$12.95. Packaged in 2 cartons .. "A" contains all roughing-in material and wire. "B" contains master chassis and remote stations. .. Either package can be bought separately

↓ STANDARD. Model 2011 Copper Enamel .. Model 2012 Silver Aluminum Enamel 28 watts, 117 volts. AC-DC \$129.50 list.



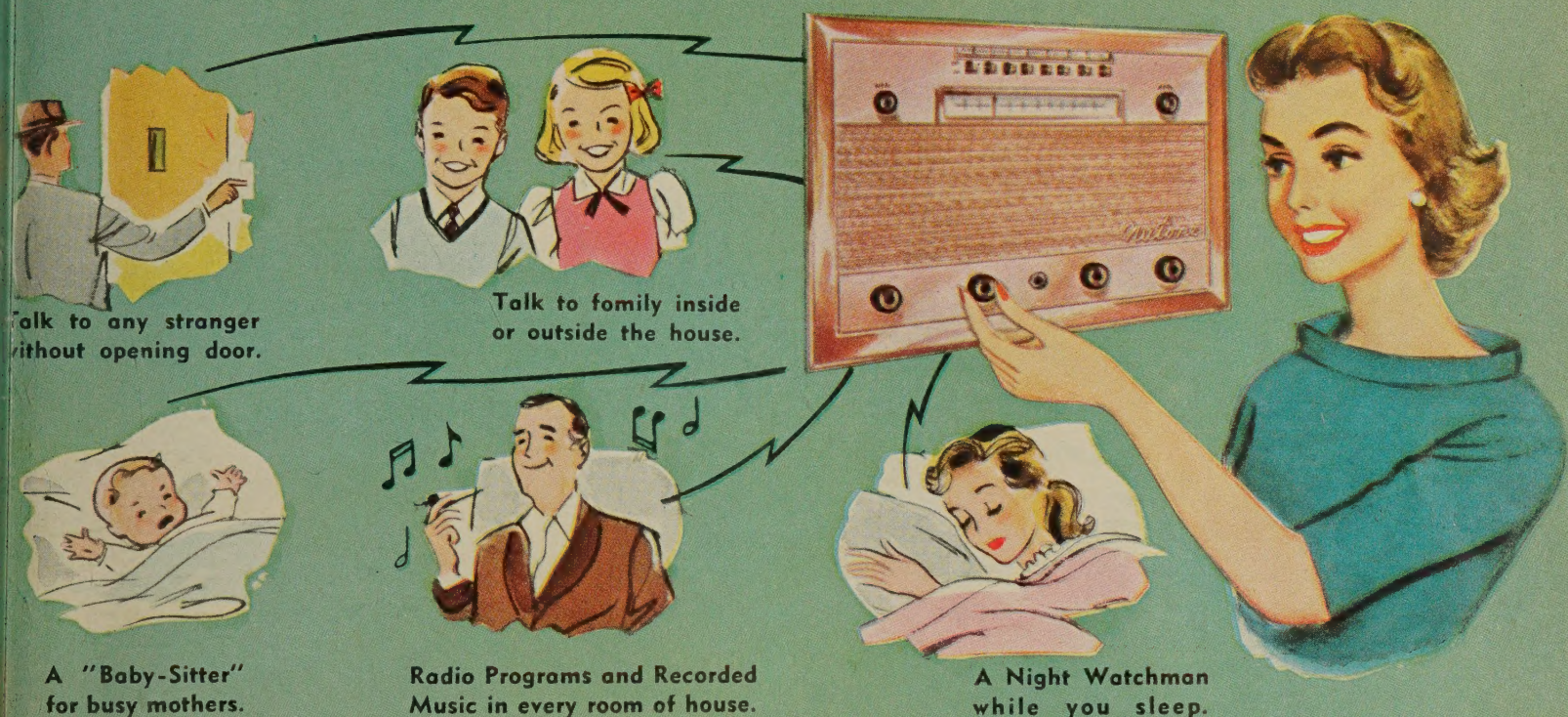
↑ DE LUXE FM-AM. Model 2016 Copper Anodized. Model 2015 Brushed Chrome 42 watts, 117 volts. AC-DC \$179.50 list.

NuTone "World's-First"

with 1 Year Service Policy..FREE!

It carries a 1-YEAR SERVICE POLICY from FACTORY

Not just an ordinary Parts Warranty... it also covers LABOR COST *



THE ONLY INTERCOM WITH ALL THESE FEATURES



FINEST INTERCOM FIDELITY. Voices are easy to recognize without distortion or blurring.

FULL TIME INTERCOM. Radio or Recorded Music throughout the house never kills Intercom "talk."

AUTOMATIC "ACOUSTIC LEVEL" FOR INTERCOM. Always heard above Radio or Recorded Music.

VARIABLE ROTARY CONTROLS... gives infinite volume setting, instead of only 2 or 3 sound levels.

NINE PRIMARY STATIONS AVAILABLE. If more stations are desired speaker circuits can be doubled.

CHOICE OF AM and FM. For static-free reception the Deluxe Systems include FM as well as AM Radio.

EXCLUSIVE TIP-OUT CHASSIS incorporates positive grounding and automatic power disconnect. Only NuTone Intercoms leave both hands free during installation. No longer must you balance the chassis with one hand while trying to wire with other hand. Wide ground strap, which assures permanent ground, also acts as a strap hanger.

The 117 Volt Receptacle is on a telescoping outlet

box cover, assuring a full engagement of the plug in the receptacle.

All boxes are easily adjustable to the wall line. All front panels are made big enough to easily cover roughly cut holes.

Only screw type terminals are used and only one wire is ever connected to a terminal.

Terminal board is on top of master, easy to reach.



Send for
CATALOG

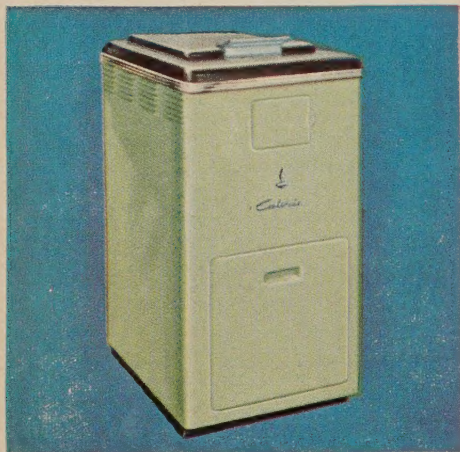
NUTONE, Inc. Dept HH-3 Cincinnati 27, Ohio Gentlemen.. Please send me Intercom Literature

Name _____ Address _____

Firm _____ City _____ Zone _____ State _____



Caloric® creates home automation to sell homes fast!



Caloric GAS DISPOSERS

Dispose of all garbage and trash (except metal and glass) with no trouble. Lid locks automatically when dial is "on". There's no danger of smoke or fumes escaping. Jet-Stream action—a unique air-flow system—assures complete combustion of all rubbish. Flame devours smoke and odor.

Caloric BUILT-IN GAS RANGES

Naturally, buyers want the most up-to-date equipment in a new home. Caloric gives it to them. Automatic features provide "home automation"—make cooking almost as easy as turning a dial! Separate oven-broiler and top burner units give homemakers made-to-order convenience, too. Choose from 9 handsome finishes.

AUTOMATIC MEAT THERMOMETER shuts oven off when meat is done precisely as wanted.

CLOCK-CONTROLLED OVEN cooks complete meals automatically, even when nobody's home.

THERMO-SET TOP BURNERS hold exact heat set . . . make every pot and pan "automatic".

AUTOMATIC ROTO-ROASTER turns meat or fowl slowly under flame for fine barbecued flavor.

CALORIC APPLIANCE CORP.
DEPARTMENT HH
TOPTON, PA.

Please send me full-color brochure on Caloric built-in gas ranges ☐

On Caloric gas disposers ☐

Name _____

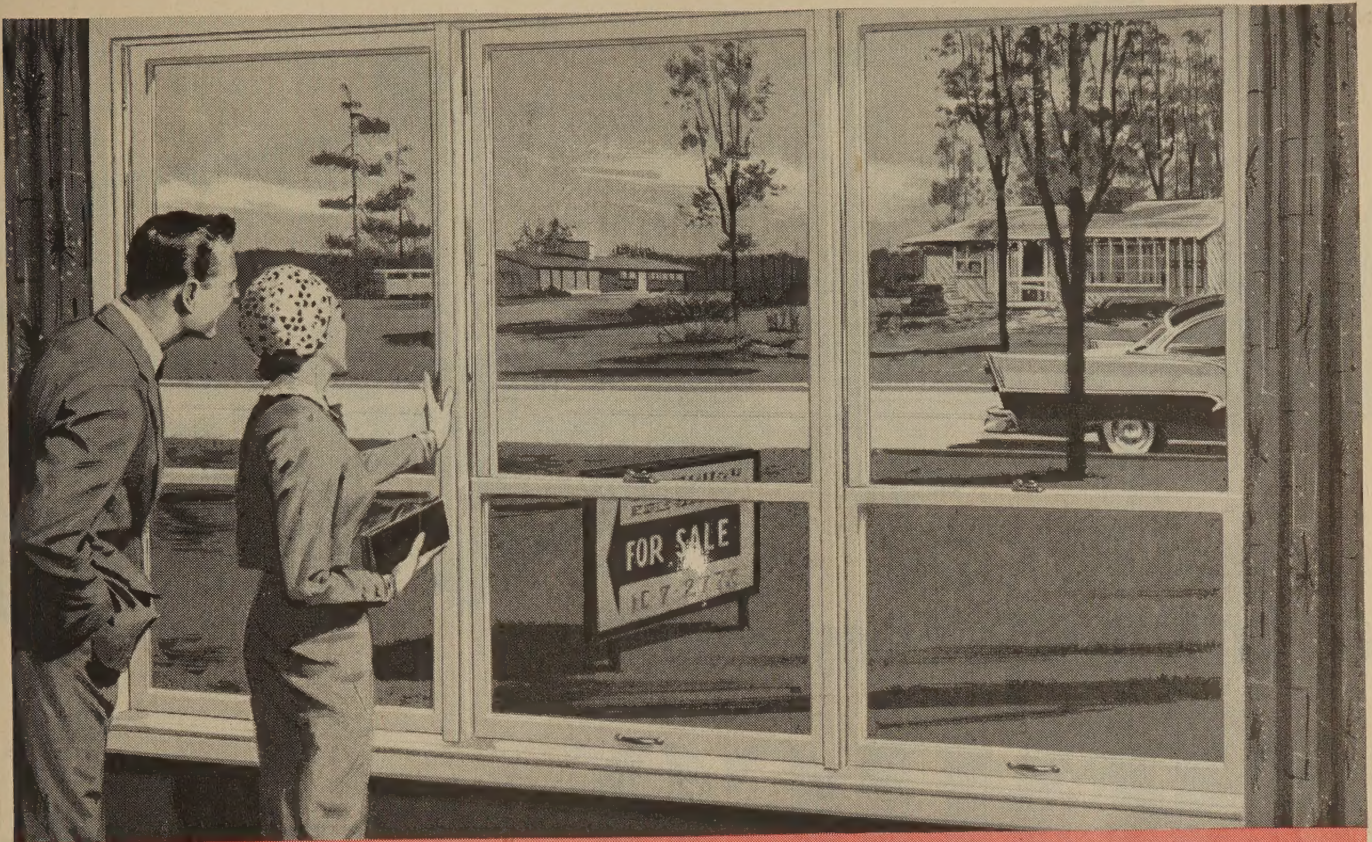
Address _____

City _____ Zone _____ State _____

CALORIC • THE BUILT-IN SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES

CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS

LOOK AT YOUR WINDOWS-



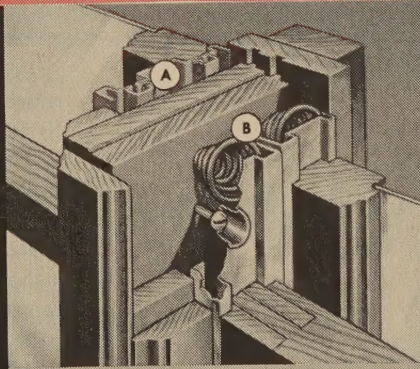
Your prospects do...

First impressions are mighty important. Whether or not they discuss it, prospects do look *at* windows—not just *through* them.

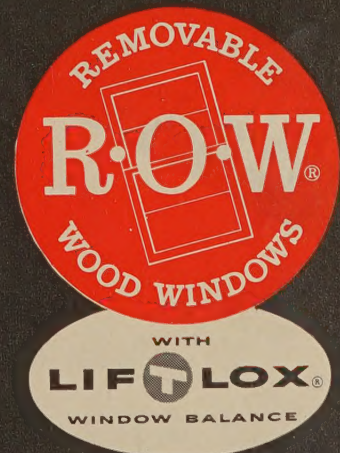
They like the custom flair of fine millwork styled to make homes more distinctive and more livable. More and more of them know about the insulating properties of wood. They understand the *extra* benefits of removable windows properly balanced. R.O.W removable wood windows, with LIF-T-LOX balances, help sell homes faster and keep them sold longer.



When your prospects lift out an R.O.W window sash, they understand how easy and safe window cleaning *can* be. To-day, it's the *extra* features that close the sale.



Demonstrating the spring-pressure action of R.O.W windows is easy and offers convincing proof that *these* windows will *stay* weather-tight.



R.O.W SALES COMPANY • 1314 ACADEMY • FERNDAL 20, MICHIGAN

Installed in Lake Isle Estates "Show House"
near Scarsdale, N. Y.

Architect—Samuel Paul, A.I.A.

Builder—Allan V. Rose



Chosen for America's Finest Homes!

BERMICO®

The modern pipe for modern living.



In hundreds of today's smartest home developments all over the country, installation of Bermico pipe has solved house-to-sewer or house-to-septic-tank connections for keeps.

Economical, too! Fact is, you simply can't find a more efficient pipe for sewage disposal that costs so little installed.

This tough cellulose fibre pipe is impregnated through and through with coal tar pitch, making it waterproof and durable.

Bermico is light in weight and comes in convenient 8-foot lengths . . . fast and easy to lay. A few hammer taps seal joints tight, assure lasting protection against root penetration. It is unaffected by acids and alkalis usually found in the soil and won't crack under soil settlement.

For years of dependable, trouble-free service use or specify *Bermico® Sewer Pipe* for house-to-septic-tank and sewer connections, storm drains, downspout run-offs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermidrain®* for foundation drainage.

Send for free copies of our new 50¢ booklets for home owners—"How and Where to Install a Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. KB-3, our Boston office.

BROWN COMPANY

150 Causeway St., Boston 14, Mass.
Mills: Berlin, N. H. and Corvallis, Ore.



Beauty...

expressed in graceful form and

jewel-like finishes...another reason why

Kwikset's "400" line is America's largest selling residential lockset.



KWIKSET SALES AND SERVICE COMPANY, ANAHEIM, CALIF.

Rolling glass doors can decide

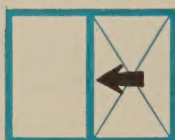
No single feature of new home design has caught the public fancy in such a sweeping manner as modern rolling glass doors.

These magnificently engineered doors by Capitol are presented in a complete line that will give you the chance to "Capitolize" on this growing demand.

Available in two, three and four panel units, in widths from six to sixteen feet, in various heights to eight feet, Capitol rolling doors appeal to the builder because of ease of installation, and will attract the homeowner because of their smart styling, smooth operation and simple maintenance.

Rolling doors by Capitol received a significant stamp of approval when they were chosen by Bill Levitt for his homes in Levittown, Pa.

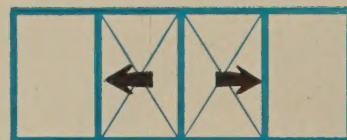
Perfect machining, careful assembly and factory checking assure trouble-free installations. You may have Capitol rolling doors with single glass or Thermopane. They are completely weatherstripped in vinyl plastic, wool pile and polyethylene. Cylinder lock with automatic latch is a standard feature.



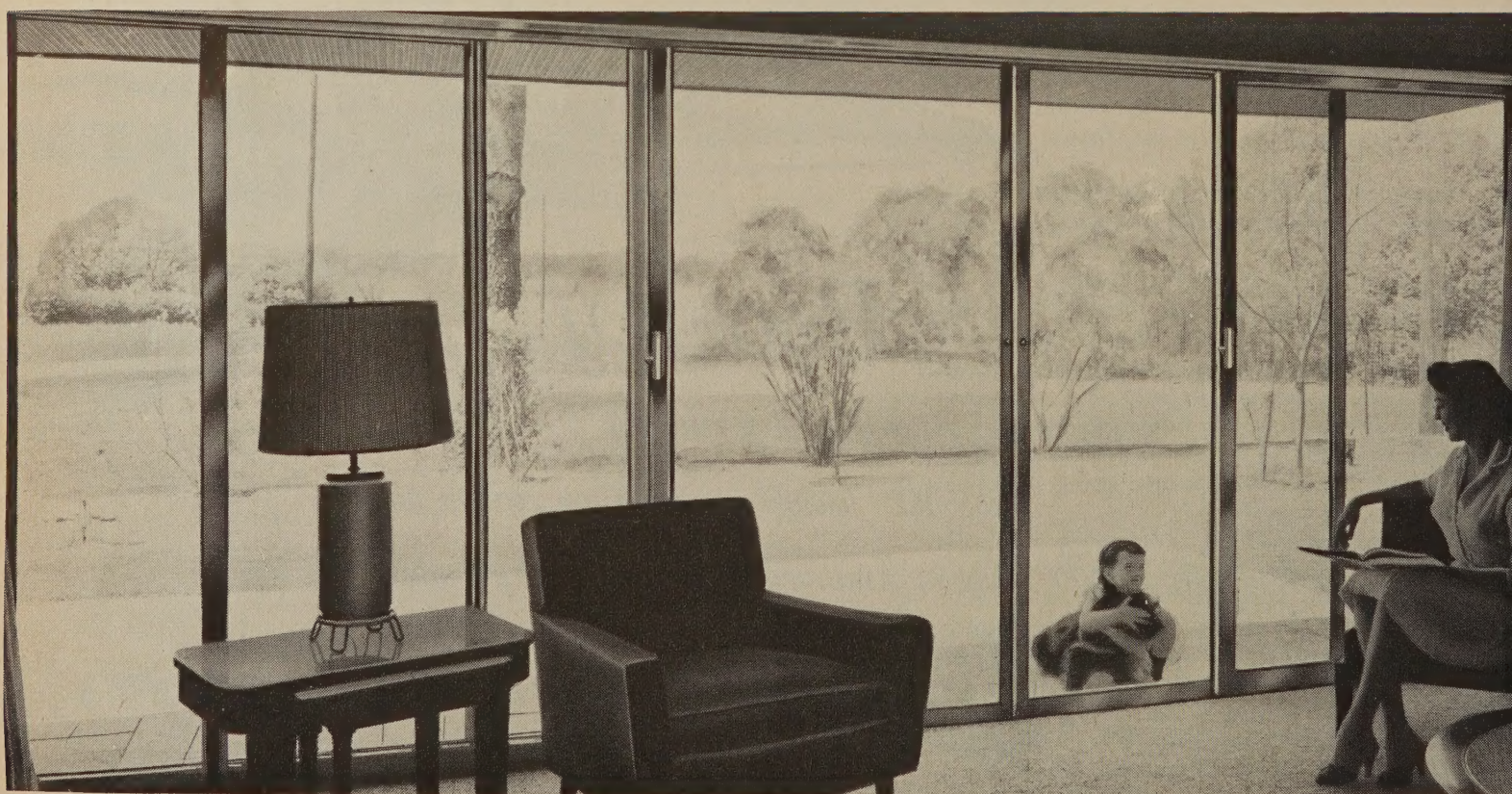
TYPE O-X



TYPE O-X-O



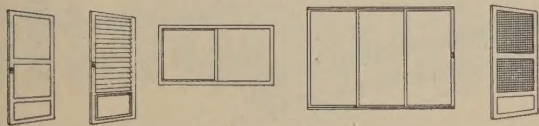
TYPE O-X-X-O



the sale!

Aluminum
all-weather doors
by **Capitol**
give that touch of
*luxury at
modest cost*

Back all this with the Capitol name and reputation, Capitol delivery and Capitol service . . . and you have an unbeatable combination. Keep in mind that you can get your aluminum combination storm doors and windows from Capitol, too.

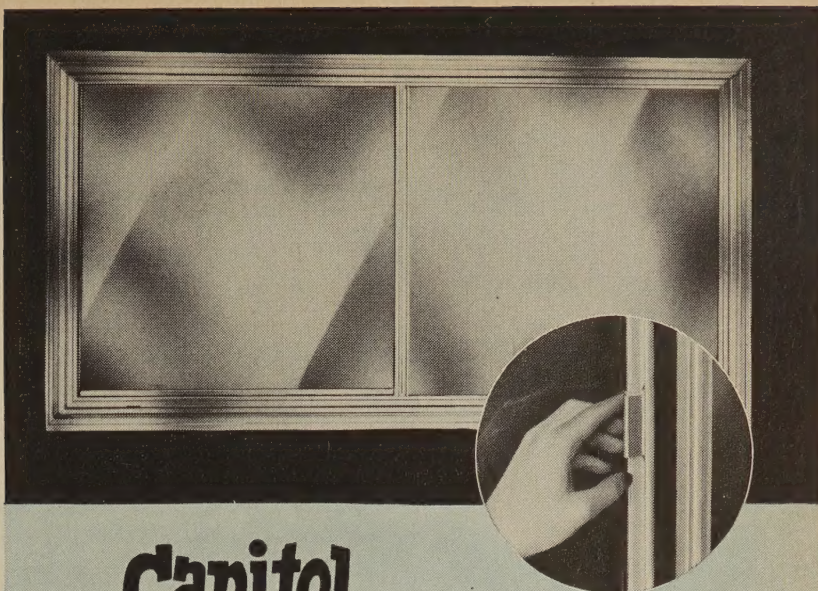


ROLLING GLASS DOORS • PRIME WINDOWS
STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



Capitol

A SINGLE SOURCE...SINGULAR SERVICE
for all your aluminum doors and windows



Capitol ALUMINUM PRIME SLIDING WINDOWS

Still unmatched in the building industry, still exclusive with Capitol, this remarkable prime slider is like an answer to the builder's prayer.

POSITIVE AIR-TIGHT, WEATHER-TIGHT CLOSURE

Capitol's new compressive vinyl seal and new design of meeting rails makes this window such a positive seal against the elements that wind and wind-driven water at hurricane force could not get through.*

*Results of tests at the University of Miami and the Pittsburgh Testing Laboratory will be sent you on request.

EASY OPERATION...NOT A RATTLE

Heavy aluminum extrusions are welded into a rigid frame. Reinforced, perfectly mitered corners add extra strength, make sagging or warping impossible. Sliding sections have nylon guides. Units slide freely at the touch of a finger.

PATENTED FINGER-TIP AUTOMATIC LOCK

Here's the finest sliding window lock available today. Attractively designed, it opens at the touch of a finger . . . automatically locks when the window is closed. It's fool-proof!

EASY, TROUBLE-FREE INSTALLATION

With the simplicity of design, and easy-to-follow installation instructions on every window, improper installation is virtually impossible.

SN917

CAPITOL PRODUCTS CORPORATION
Mechanicsburg, Pa.

Please give me complete information as soon as possible on:

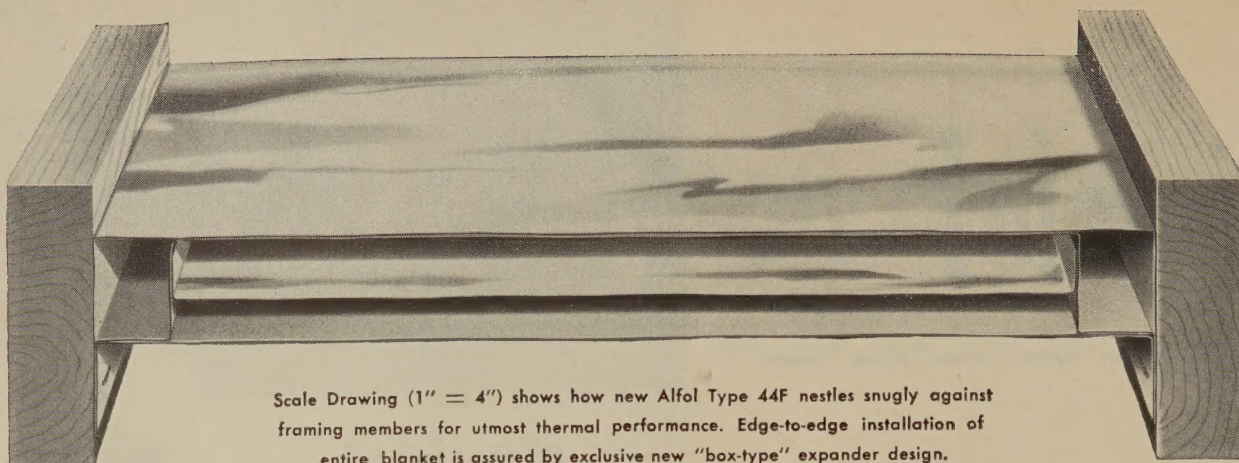
- ☐ Capitol Rolling Glass Doors
- ☐ Capitol Prime Sliding Windows
- ☐ Capitol Combination Storm Doors & Windows

NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____



Scale Drawing (1" = 4") shows how new Alfol Type 44F nestles snugly against framing members for utmost thermal performance. Edge-to-edge installation of entire blanket is assured by exclusive new "box-type" expander design.

Introducing **ALFOL Type 44F** New from Borg-Warner...the most efficient Alfol Blanket ever produced!

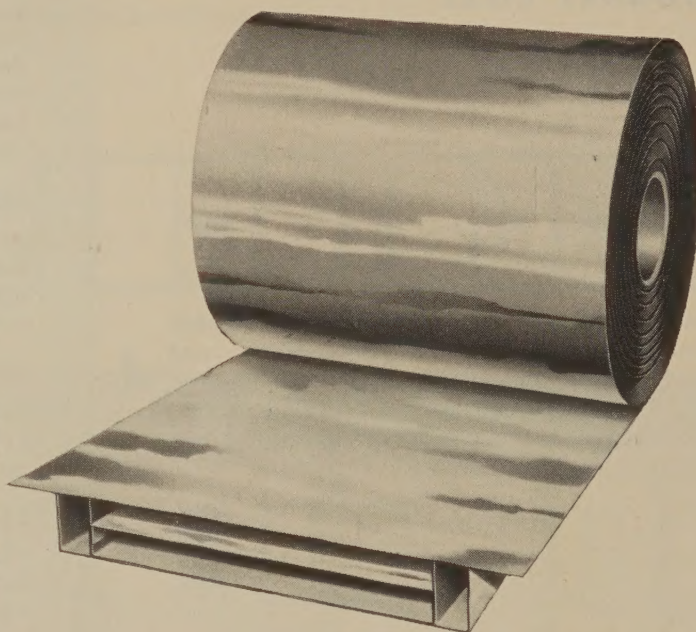
New concept in structural design
steps up insulating performance . . . provides
new strength, new "box-like" rigidity!

New from Borg-Warner, this is Alfol Type 44F. And with it comes an entirely new standard of reflective insulation performance. The secret is Type 44F's all-new "box-type" expander design that insures snug edge-to-edge installation. Overall result: you get the greatest insulating performance ever offered in a modern Alfol blanket!

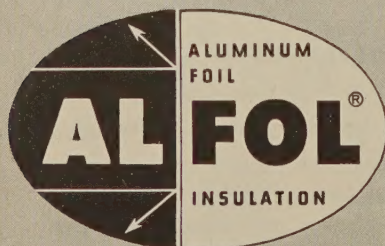
The huskiest reflective blanket ever built

Type 44F is easy to install, too, because it's sturdier. Exposed foil layers (top and bottom) are *both* backed with heavy kraft lining for extra damage-resisting rigidity. And its box-type blanket expanders are of heavy board stock for permanence of thermal superiority.

Installed, Alfol Type 44F looks (and performs) like the costliest foil-backed bulky insulation . . . yet it saves you a good 1/3rd. Ideal for ceilings, etc.—wherever utmost efficiency plus a positive vapor barrier are required. Why not investigate Alfol Type 44F for your next job.



SEND TODAY for FREE NEW BROCHURE ➡



Please send
full details on
Type 44F
and other
new types of
Alfol
Insulation.

REFLECTAL CORPORATION, Department C-60
A subsidiary of Borg-Warner Corporation
310 South Michigan Avenue, Chicago 4, Illinois

Name _____
Firm _____
Address _____
City _____ State _____



REFLECTAL®

Borg-Warner®



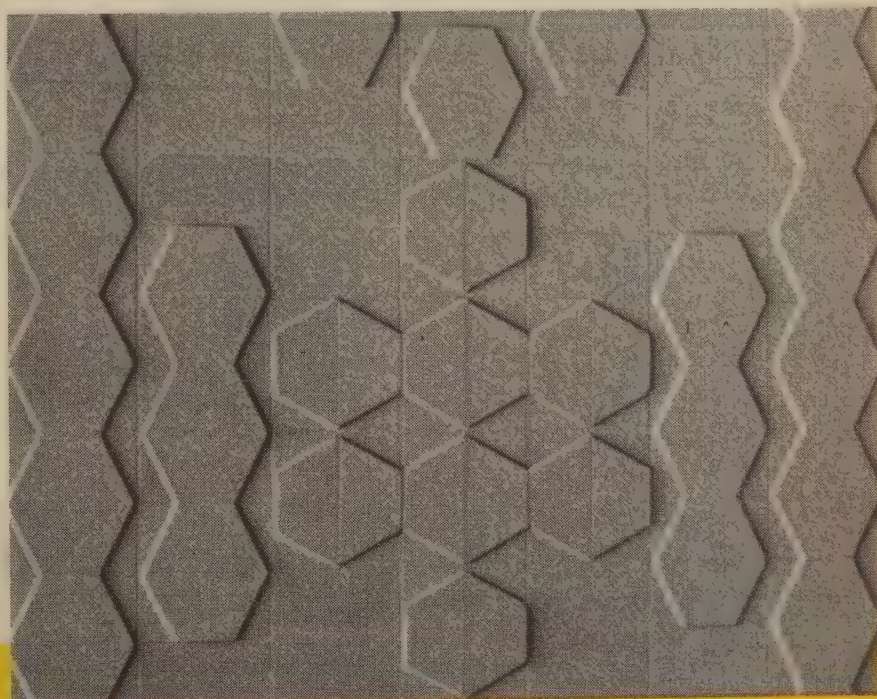
Smart
low cost
exciting



NEW

shadowal[®] block

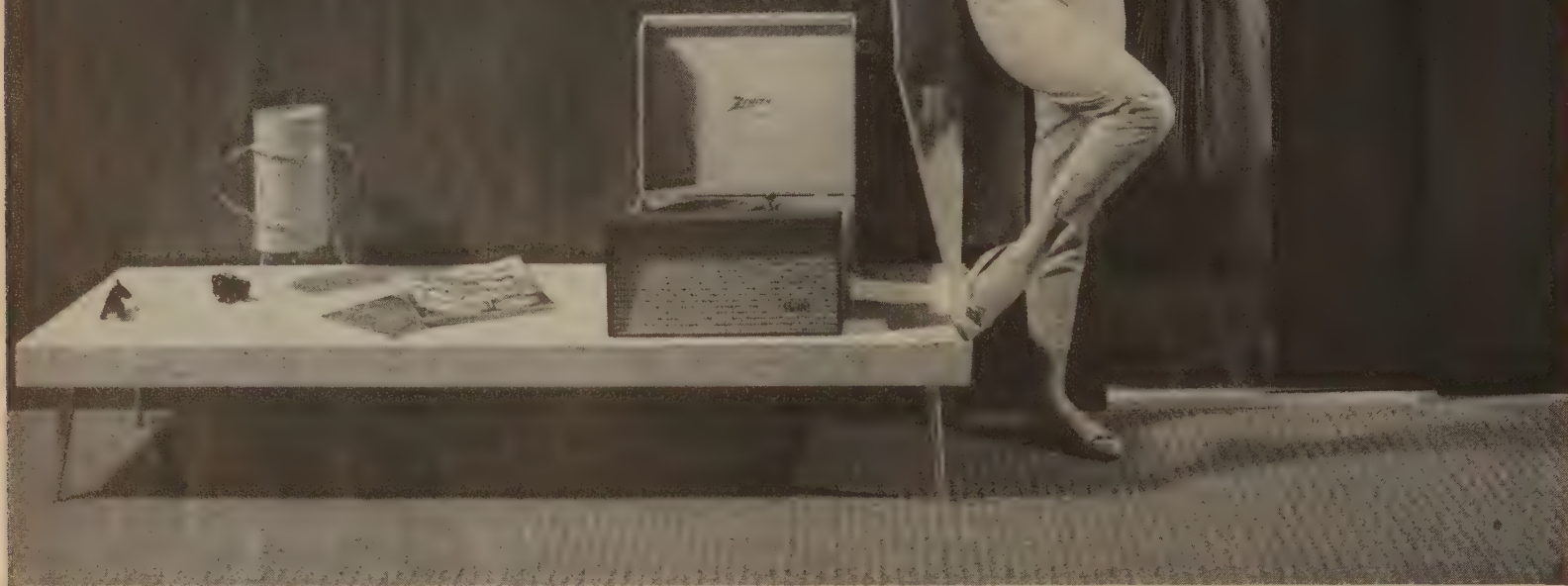
More news of our newest. Shadowal block, developed by NCMA and available only from its members, has taken the building industry by storm. More and more architects and builders are building Shadowal masonry's distinctive good looks into tomorrow's designs. Shadowal units are modular with a pattern built right into the face. Your local NCMA member has details.



National Concrete Masonry Association • 38 South Dearborn • Chicago

© 1957, NCMA

H-m-m-m-m
So smooth
All Roll...
No Rock



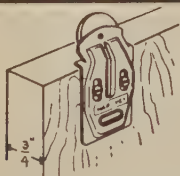
VERSATILE HAR·VEY SLIDING DOOR HARDWARE

*designed to provide smooth, quiet,
effortless door control for a lifetime...*

People like doors that always respond smoothly and quietly to the most gentle touch. Sliding doors are the most "tried-out" item by the home-maker in a new or model home... their soft, smooth, gliding action can make a wonderful impression because it's one of the few things they can try before they buy. Hang your doors on Har-Vey Hardware and let your customers feel the difference in a quality home.

Har-Vey Sliding Door Hardware is designed for function-minded architects and profit-minded builders. Har-Vey's versatile 707 Series accommodates either $\frac{3}{4}$ " or $1\frac{3}{8}$ " doors by simply reversing the hangers between outer and inner doors. There's only one set to specify... one set to handle. Har-Vey's adroit design pays a bonus to the builder in fast, easy one man installation... even vertical and horizontal adjustments are simple... no detail overlooked. Units come complete in **Handi-Paks**—one box to one opening—contains everything including pulls and track. **Price—eminently reasonable** (and with no compromise in quality). Using folding doors? Specify the new Har-Vey "B" Line Slide-A-Fold Hardware... it's the greatest! Look for the Har-Vey name stamped on metal parts... your assurance of superior quality.

RIBBED STEEL, PLATED HANGERS



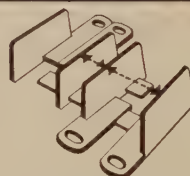
Unusually rigid, cadmium plated steel hangers have vertical and horizontal adjustment slots for easy exact alignment.

SELF-LUBRICATING NYLON ROLLERS



Quality Nylon rollers with self-lubricating bearings provide a lifetime of smooth, positive action door control.

ADJUSTABLE NYLON DOOR GUIDES



Adjustable Nylon door guide eliminates scraping sounds... no grooving bottom of doors. For By-Passing $\frac{3}{4}$ " to $1\frac{3}{8}$ " doors.

COMPLETE IN ONE HANDI-PAK



Comes in complete Handi-Paks. Contains everything you need for quick, easy installation, including pulls and track.

Write for complete information

AMERICAN SCREEN PRODUCTS COMPANY

General Offices: 61 E. North Avenue, Northlake, Illinois

©1958 by American Screen Products Company

HAR·VEY
HARDWARE

World's largest
manufacturer of
window screens

HOMESHIELD®
SCREENS



from men's shirts
to family homes



The Woman Does the Buying!

Married couples go "home-buying" together, but it's the wife's nod that determines the sale!

Surveys overwhelmingly prove that women want oak flooring in their new homes. They prefer the warmth, the beauty and the permanence of oak floors. They recognize, too, that homes with oak floors are easier to decorate and are easier to care for.

Feminine foresight is good, too. Even while choosing a new home in which they hope to live a lifetime, women buyers recognize the importance of resale value. At the recent Women's Congress on Housing, the majority insisted upon oak floors because of resale value!

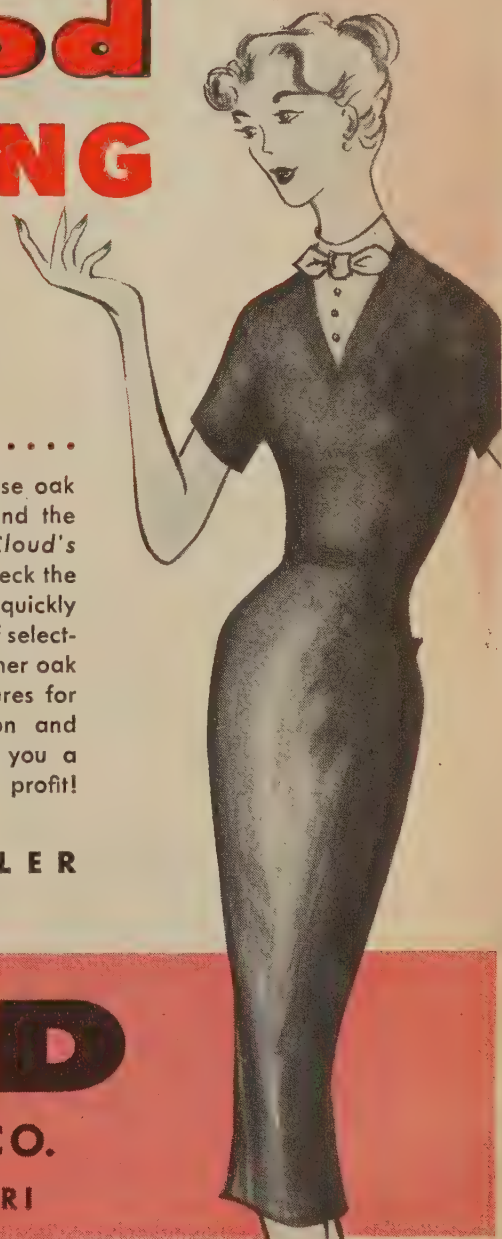


CLOUD'S Lockwood OAK FLOORING

- CLOUD** has Nail Groove Feature. Saves time . . . positions nail . . . provides seat for nailhead.
- CLOUD** has Snap Side Match and Tapered End Match. Help flooring lay up readily . . . final match firm, squeak-free.
- CLOUD** has Precision-Milling! Minimum of sanding!
- CLOUD** has Splinter Clipper. Annoying chip or spur eliminated to save you valuable labor time!
- CLOUD** has Uniform Color. From famous oaks of Ozarks! Richer, more beautiful!

MR. BUILDER.....

It's more profitable to choose oak flooring by brand name, and the name to remember is *Cloud's Lockwood Oak Flooring*! Check the Cloud features at left! You'll quickly recognize the advantages of selecting Lockwood Brand! No other oak flooring has all Cloud features for fast, economical installation and finishing! Lockwood gives you a big assist in both sales and profit!



SEE YOUR LOCAL LOCKWOOD DEALER

QUALITY OAK FLOORING
SINCE 1926



CLOUD
OAK FLOORING CO.
SPRINGFIELD, MISSOURI



Long after
these trees have
grown, the buyer
will still be sold on

INDIANA LIMESTONE

Sales come fast — and passing years bring only increasing satisfaction with this nationally-famous building material. In the all-masonry home, Indiana Limestone gives the buyer an immediate bonus in home beauty and prestige, plus the long term advantages of minimum care and maintenance. Apart from all-masonry homes, those with one or more limestone elevations, an interior wall, fireplace, planters or trim of Indian Limestone gain proportionately in acceptance and value.

The new developments coming in Indiana Limestone, plus its traditional place in fine residential construction, warrant its early consideration by every speculative builder.

*For detailed information and specifications,
send coupon today.*



*Founded 1932 as a service organization for the Builder,
Architect and Contractor*

.....

INDIANA LIMESTONE INSTITUTE
DEPT. HH-38 - BEDFORD, INDIANA

NAME _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____

National

SLIDING DOOR HARDWARE

Designed for Smart Interiors . . .

The modern space saving innovation for bypassing doors or doors that slide into their own recessed pockets.

With this type of door there is never a sacrifice of valuable floor space. More artistic placement of furniture and wall decorations are possible when the sliding door is employed in preference to the conventional swinging door.

Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

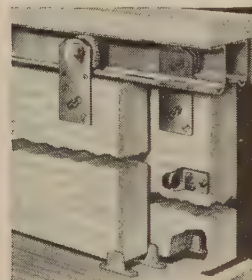
Hangers have large 1 3/4 inch diameter wheels of Nylon and never require lubrication. A specially designed adjustable rail is made in 44, 56, 60, 68 and 92 inch lengths.

Two styles each with distinctive features fit any thickness of door

National
MANUFACTURING CO.
Sterling, Illinois



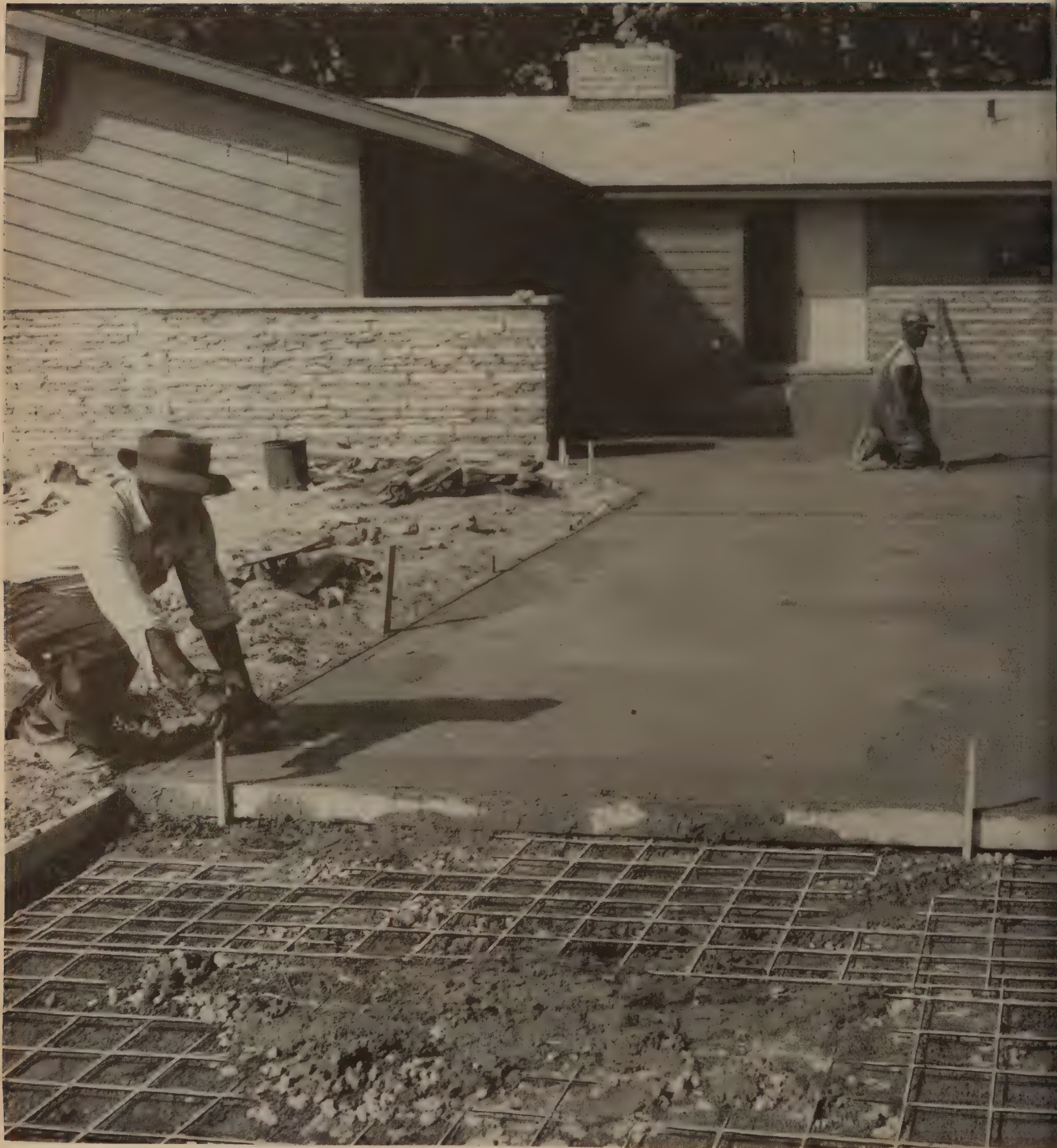
No. 182 Single
Wheel Hanger



No. 185 Two
Wheel Hanger



Why all your concrete American Welded



needs

Wire Fabric Reinforcement



30% STRONGER. In concrete slabs—sidewalks, patios, streets, floors—proper reinforcement with USS American Welded Wire Fabric adds 30% to the strength of the concrete.

LONGER LIFE. The added 30% strength of reinforced concrete prevents destructive cracking . . . keeps the concrete attractive and serviceable for many years without maintenance.

HIGHER VALUE. For less than 10% of the cost of the concrete itself, you can add 30% to its durability by reinforcing it with American Welded Wire Fabric. The greater beauty and quality this adds to a home helps to raise property value and to *keep* it high.

REMEMBER: Only the builder can add the extra strength, life, and property value made possible by American Welded Wire Fabric Reinforcement. It can't be added later!

BUYERS WILL ASK

"is it Reinforced"

American Welded Wire Fabric

American Steel & Wire Division

United States Steel, General Offices: Cleveland, Ohio

Columbia-Geneva Steel Division, San Francisco,

Pacific Coast Distributors

Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors

United States Steel Export Company, New York

UNITED STATES STEEL



FREE MERCHANDISING KIT

American Steel & Wire
Room 842, Rockefeller Building
Cleveland 13, Ohio

Please rush me a free kit of merchandising materials that will help me cash in on the benefits of American Welded Wire Fabric in my homes.

Name _____

Firm _____

Address _____

City _____ State _____

The Ballad of Builder Dan

Or How Zone Control Warms Up Houses and Prospects!

Home builder, Dan, with loving care
Built homes which had a "gracious air":
Split-levels; ranches (spread out, too)
With picture windows and a view.
His troubles came not from his plan.
Poor heating put the heat on Dan.



New owners screamed, "The basement's nice
But winter makes it cold as ice.
And the extra room we wanted so
Would freeze out any Eskimo."
Dan heard complaints till he heard tell
Of Zone Control by Honeywell.

Now, Dan's homes are his city's pride
They're lovely and they're warm inside.
Dan says, "Good friends, this word I pass:
To give your houses extra class,
Get Zone Control—that's what to do.
For heating and for cooling, too."



*Ask your heating and air conditioning contractor
about Honeywell Zone Control especially for
these 6 problem areas.*

1. Finished basements. 2. Split-level homes. 3. Rooms over unheated areas. 4. Large concentrated glass areas. 5. Spread out floor plan. 6. Living and sleeping areas. There's a Honeywell Zone Control System adaptable to all types of installations—all types of homes. (In many instances, zoning comfort can be achieved more economically with multiple heating-cooling units!) For further information about this extra selling feature for your homes, contact your contractor or the Honeywell branch nearest you.

Honeywell
 *First in Controls*



**What makes this lockset
the standard of comparison for value?**

Styling that brings exceptional "buy appeal" to the new home you build . . . *precision engineering* that saves you installation time and assures positive security for the homeowner . . . *quality materials* that result in long life and troublefree performance with no "call-backs" . . . *competitive price* that keeps your cost down . . . these are the factors that determine value in a lockset. These are the features that make NATIONAL LOCKset the standard of comparison throughout the trade. Ask your building material supplier.



Specify it with confidence . . . Install it with pride

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS



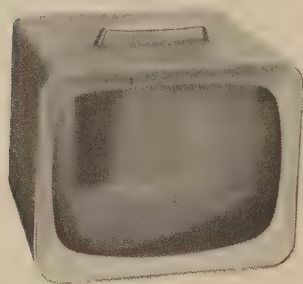
MERCHANT SALES DIVISION

400,000,000

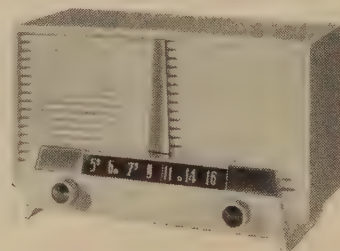
NOBODY ADVERTISES BUILT-IN RANGES LIKE **TAPPAN**
YOUR CUSTOMERS WANT THEM BECAUSE THEY KNOW THEM



A Continuing National Program in the Best Magazines



NBC and CBS Networks Daily TV participation



CBS, NBC and MBS Networks Daily radio participation

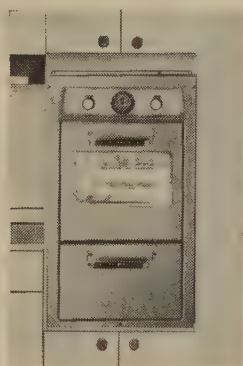
So profit from Tappan. The most preferred name in built-ins. The easiest and most economical to install. The most complete line. *And*, there

are Tappan distributors in all 48 states that back Tappan's Service Guarantee. You have NO service problems—NO post-sale call backs!

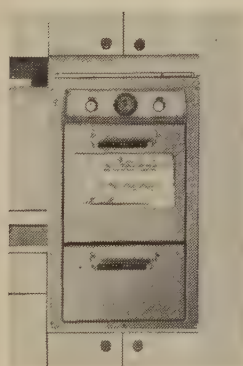
IMPRESSIONS

WHICH TAPPAN IS GAS, WHICH IS ELECTRIC?

"I LIKE GAS!"



"I LIKE ELECTRIC!"



INTRODUCING THE 1958 TAPPAN TWINS
INTERCHANGEABLE IN EVERY RESPECT

GAS FEATURES

Lighted control panel
Built-in rotisserie
No visible vent
Lifetime chrome oven lining
Lift-off door
Thermostatic controlled top burners
Sizzle 'n Simmer burners on all models

ELECTRIC FEATURES

Lighted control panel
Built-in rotisserie
No visible vent
Lifetime chrome oven lining
Lift-off door
Thermostatic controlled top elements
7-speed cooking elements

No costly fitting problems! The same size cut-out fits either a Tappan gas or electric oven. The same size cut-out fits either a Tappan gas or electric surface unit. Even at the last minute you can give a woman her choice—gas, electric, or electronic—never lose a sale.

GET IN ON THE BIGGEST BUILT-IN PROMOTION
IN TAPPAN HISTORY! MAIL THIS COUPON!

The Tappan Company
Dept. HH38, Mansfield, Ohio

I am interested in your new sales promotion brochure on the big year for BUILT-INS.

Name _____

Affiliation _____

Address _____

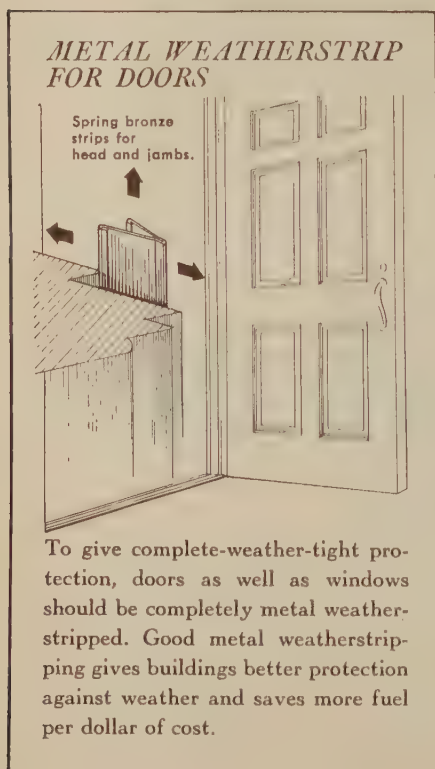
City _____ Zone _____ State _____

TAPPAN



Generous use and adaptability of wood windows is shown in this picturesque Cape Cod style home with breezeway and loft-type garage attached.

An Inexpensive Way to Cut Fuel Costs 24% install metal weatherstrip on wood windows and doors



From all outward appearances the wood windows in the home above, have changed little from windows installed in homes more than 100 years ago. But once you open them and take a close look, you'll find a big difference. Modern wood windows' efficiency has been substantially increased by the addition of metal weatherstripping.

It is a scientifically-proven fact that the installation of metal weatherstripping assures home buyers maintenance economies. For example, air leakage or infiltration, can account for 37% of the total loss of heat in a home. By metal weatherstripping wood windows, heat loss can be cut to 17%. A savings of 24% in fuel costs is possible.

Meet the demands of the home buyer by using wood windows with a modern sash balance and metal weatherstrip combination. They have proven to be by far the best in cost, quality and durability.



WEATHERSTRIP *Research* INSTITUTE

OFFICE OF THE SECRETARY, BOX 128—RIVERSIDE, ILLINOIS

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MOTEL OWNER EXPLAINS WHY

ALL-COPPER PLUMBING IS A SOUND BUSINESS INVESTMENT



The new 24-unit, 2-story "3 Judges" Motel, just off the famous Wilbur Cross Parkway, at New Haven, Conn. Architect, Caproni Associates, New Haven; consulting engineer, R. S. Leigh, Woodbury; plumbing contractor, J. V. Ursini Co., New Haven.



The light weight of copper tube makes it possible to pre-assemble sections. Units like this, or even larger, can be handled and set in place easily.

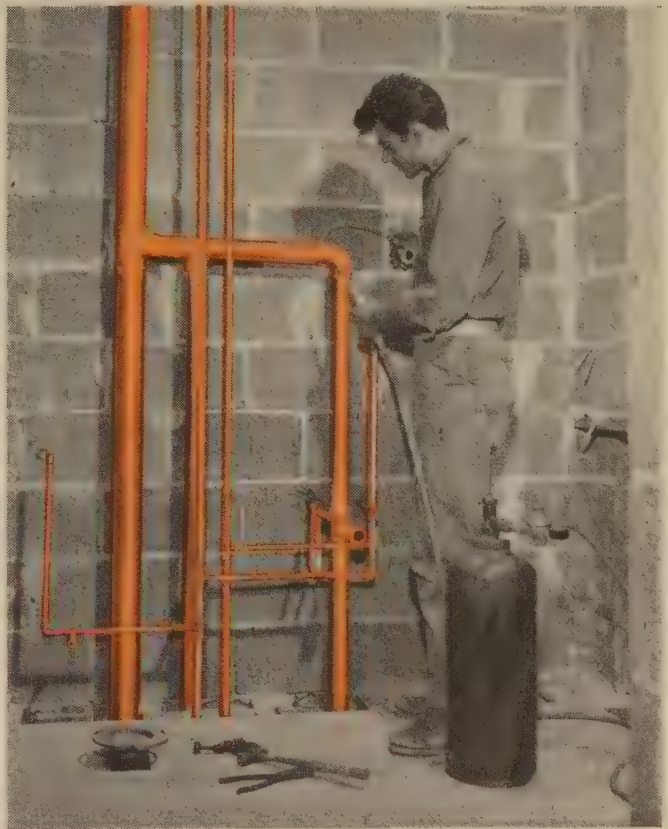
"**S**OUND, but economical, construction and low maintenance cost are two important factors in achieving reasonable returns from an investment in the motel business," says Stephen Nichols, owner of "3 Judges" Motel.

"That is why we wanted copper tube used for the plumbing, including all the sanitary drainage lines. We eliminate future repair and replacement expenses due to rust. With smooth copper tube there is much less chance of clogged lines. And we made savings in construction costs because extra wide plumbing walls were not needed."

OWNER, BUILDER, CONTRACTOR—all benefit when the use of copper tube for plumbing includes the sanitary drainage system and these benefits apply whether it is a commercial building, a housing development or a single home.

Plumbing contractors report that roughing-in is faster; their men like to work with copper for it is easier to handle and makes a neater job.

Builders say that by using the space-saving, trim copper tubes and compact solder-joint fittings they can locate bathrooms and utilities where desired without complicated and expensive construction to provide the extra space needed for the installation and maintenance of heavier and bulkier piping.



Copper tube and solder-joint fittings make a compact, space-saving installation. A 3" copper tube with fittings can be installed within a standard 4"-wide partition.

Owners have assurance of freedom from rust troubles, and homes with copper plumbing have higher resale values.

Anaconda Copper Tubes—Types K and L for water supply and heating lines; Type M and the new lighter weight Type DWV for the sanitary drainage system. Anaconda wrought and cast solder-joint fittings in types for pressure and drainage applications. Write for booklet—Anaconda Publication C-33. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

6704

ANACONDA®

COPPER TUBES AND FITTINGS

Products of The American Brass Company

AVAILABLE THROUGH PLUMBING WHOLESALERS

Masonite makes the news

"Highly Desirable to Home Buyers"

A Skylark Rancho home of Tietz Construction Co., Garden Grove, Calif.



SOUTHERN CALIFORNIA BUILDER FINDS

MASONITE RIDGELINE

SHORTENS SELLING TIME...CUTS DOWN CALL-BACKS

"We're exceedingly happy with the performance and beauty of Masonite Ridgeline panels and Ridgeline siding," says John R. Nelson, vice president of Tietz Construction Co.

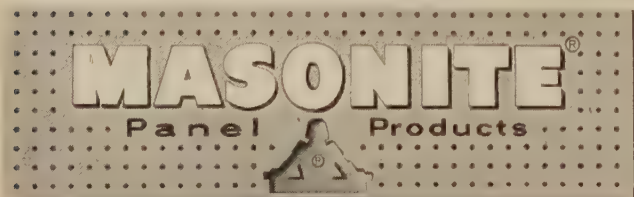
This prominent Southern California firm has built more than 750 homes in the past year on which it has used Masonite® Ridgeline® panels, set off with battens. As for the results, let Mr. Nelson tell you:

"This has proved a very practical application and

highly desirable to home buyers. We do not encounter the checking and splitting which we experienced with other exterior materials.

"We note also that it has great paint retention. It covers easily and economically. We are not bothered with the usual checking and peeling."

Need we say more? Except to add that you can get the full story plus a Ridgeline sample by sending in the coupon—or see your building materials dealer.



©Masonite Corporation—manufacturer of quality panel products.

MASONITE CORPORATION
Dept. HH-3, Box 777, Chicago 90, Ill.

Please send me information about Masonite exterior products and a free sample of a Ridgeline panel.

Name

Firm

Address

City State

Zone County

FOR THE MASS MARKET!

*a trouble-free electronic
garage-door operator
everyone can afford!*

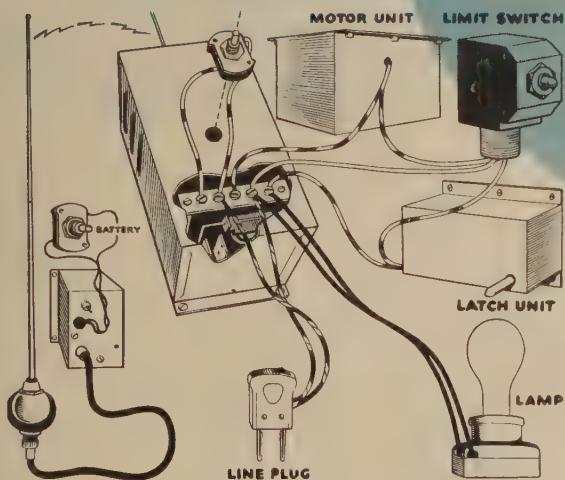
Patents Pending

\$109⁹⁵

RETAIL PRICE

Plus \$20 or Less Installation

MALCO'S COMPLETE INSTALLATION AND WIRING DIAGRAM



How to Install—adjust—wire. Everything explained clearly in Malco's complete brochure. A brochure included in every carton.

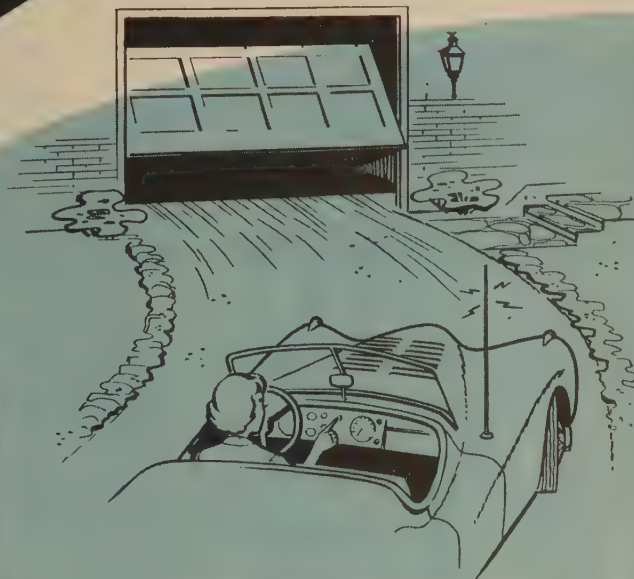
TERRITORIES AVAILABLE

GIVE YOURSELF A BREAK IN '58 with this fast seller. Areas are still available—call, write or wire today. Phone: Houston—MOhawk 7-3393.

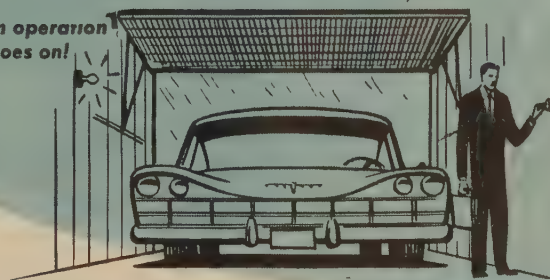
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INDUSTRIES INC.

Div. of the Baytex Plywood Corp. • 4308 Alief Rd. • Houston, Texas
MAILING ADDRESS: P. O. BOX 181, BELLAIRE, TEXAS



door in operation
light goes on!



• INCREASED PROFITS FOR YOU

Eliminate time consuming installation and service calls. More Volume—means More Profit for you. Easy to sell and install—economical and trouble-free.

• IT'S GUARANTEED TOO!

Designed and engineered to rigid specifications, carrying standard RETMA warranty and full Malco guarantee. Motor unit specially designed by General Electric. Sell and install with confidence.

• SALES AIDS AND ADVERTISING

Color ads in national publications will bring customers to you! Brochures in color . . . newspaper mats and publicity releases are yours for additional local impact.

• SHIPPING

Completely packed with instruction brochure in 19-pound carton. Easy to handle and store multi-wall cardboard cartons

The era of the

“Big



*Frank Lloyd Wright
employs*

REVERE COPPER

**in a dramatic and utilitarian manner on the roof
of the I. N. HAGAN residence, Uniontown, Pa.**

In residential building today architects are using the roof to do more than keep out the weather. They are designing the roof big . . . with 3' and 4' overhangs. This makes houses look bigger, gives them more sweeping lines, keeps down heat and cooling loads, reduces maintenance and affords better protection of window and door areas from rain and snow.

To aid the architect in producing the “big roof” effect there is no material quite like copper. Its ease of workability and fabrication, its flexibility in design, make it the ideal tool in the hands of the master designer. And its qualities of endurance have been unmatched for centuries.

A most striking example of what can be done with copper is illustrated by Frank Lloyd Wright's dramatic

use of copper on the roof of the HAGAN residence. The bold scale of the unique stepped design stretches this house out to huge proportions, making it hug the terrain as though it were part of the countryside.

Construction details and application techniques used to apply the roof were discussed jointly with owner, architect, sheet metal contractor and Revere. In fact, Revere's Research Department and Technical Advisory Service made up models of the recommended details in order to make sure their recommendations were practical. These details were then discussed and accepted by the owner, architect and contractor, and working drawings prepared.

Why not call on Revere's Technical Advisory Service to assist in your specifications and planning?



REVERE COPPER AND BRASS INCORPORATED

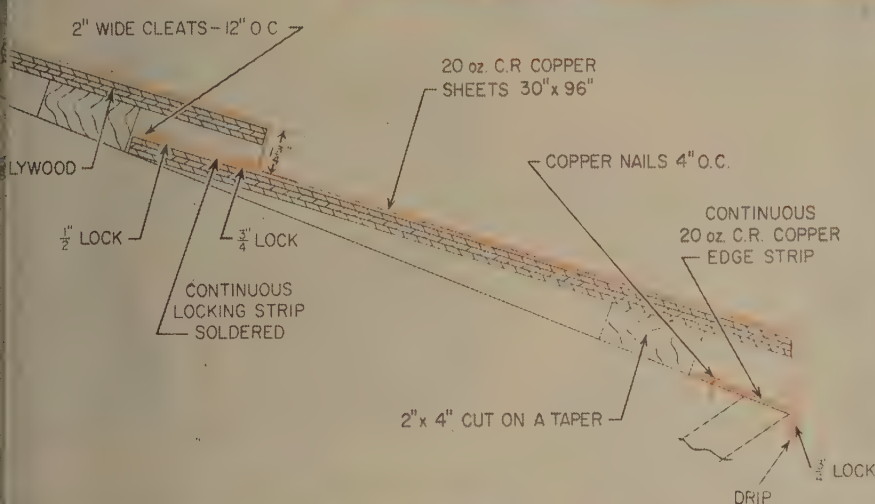
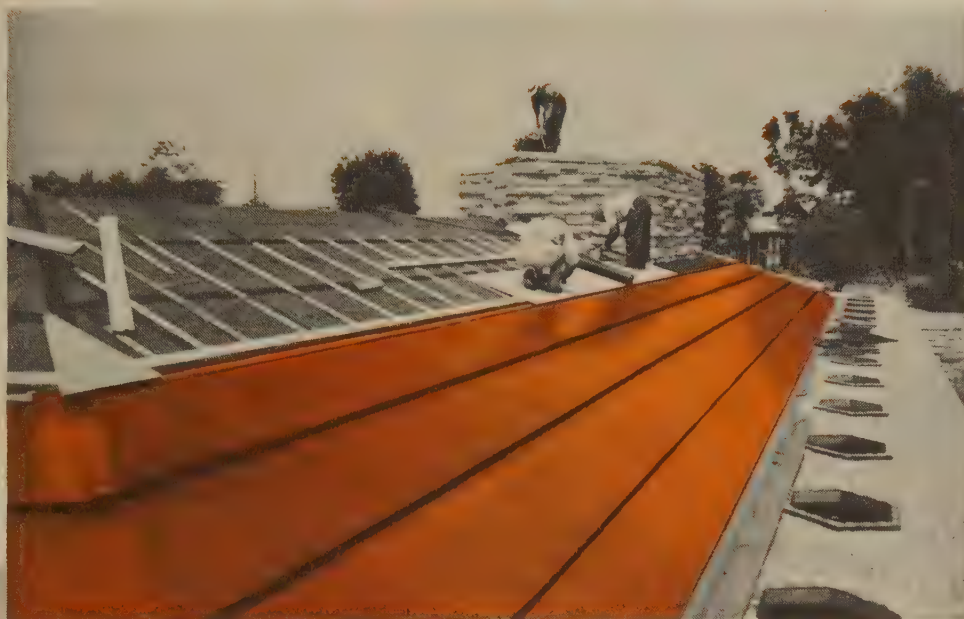
Founded by Paul Revere in 1801

230 Park Avenue, New York 17, N. Y.

Mills: Rome, N. Y.; Baltimore, Md.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Brooklyn, N. Y.; Newport, Ark.; Ft. Calhoun, Neb. Sales Offices in Principal Cities, Distributors Everywhere.

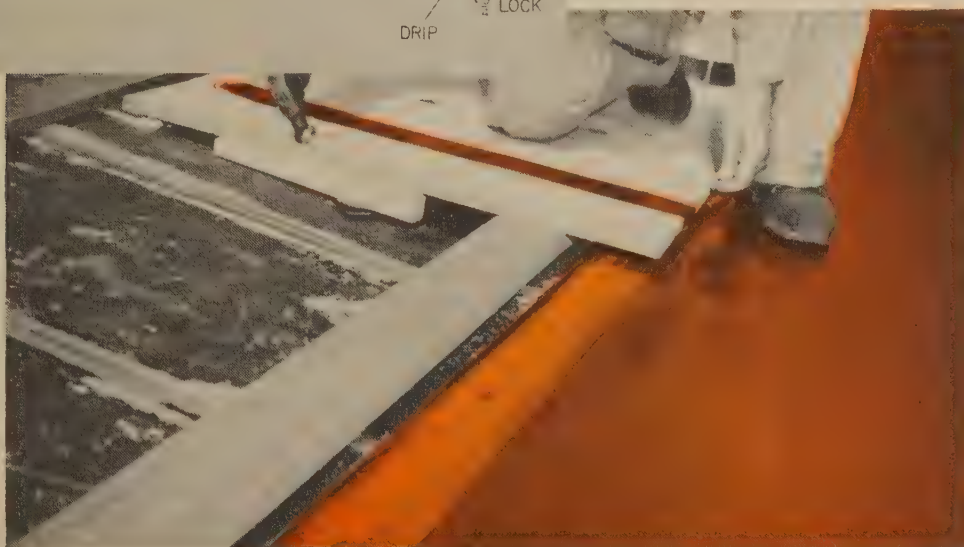
Roof" points to a new era for the ALL-COPPER ROOF

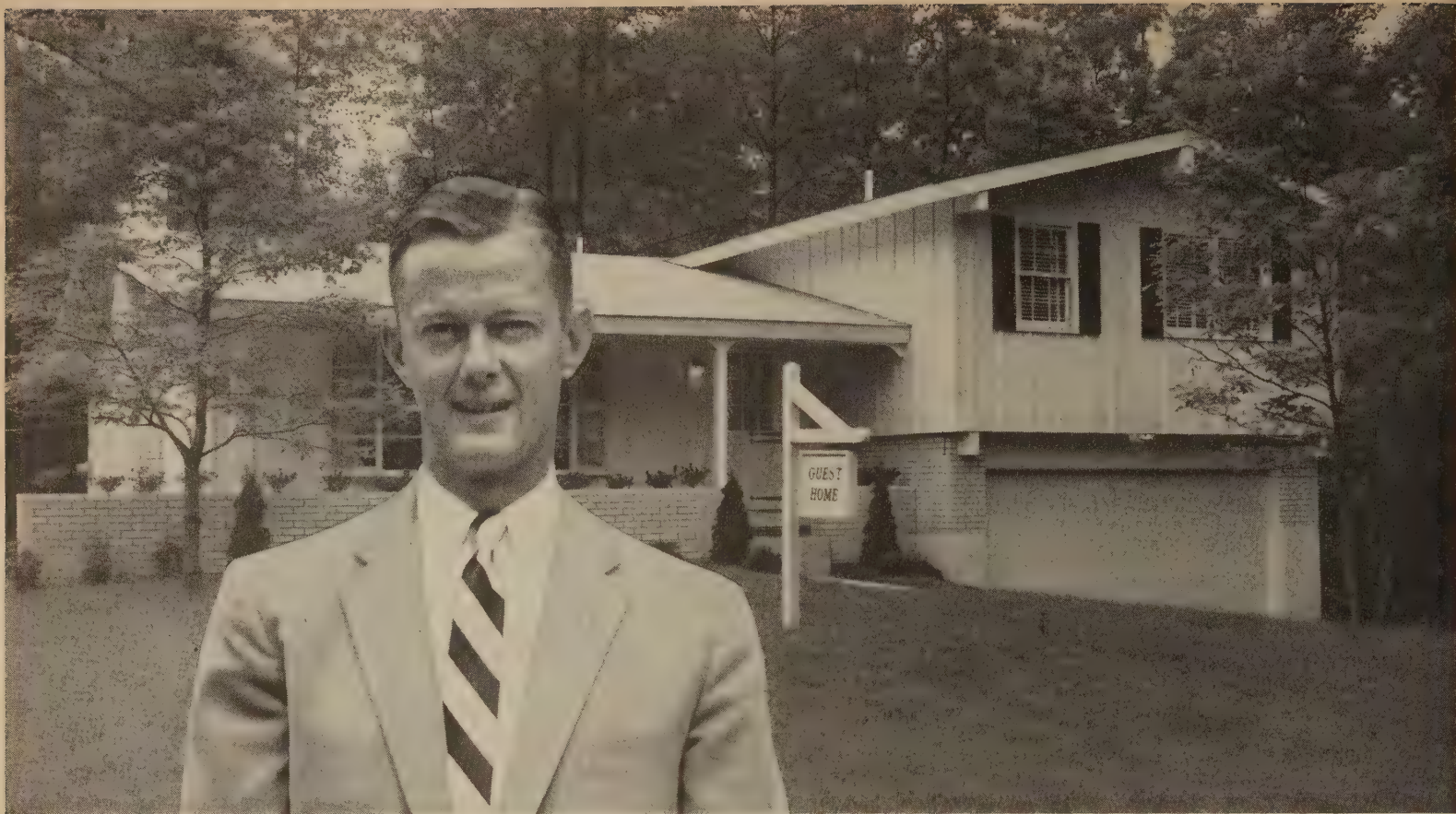
100 LBS. OF 20 OZ. REVERE COLD
ROLLED COPPER used on the roof were
supplied to the Sheet Metal Contractor,
HENRY J. COOPER COMPANY, Union-
town, Pa., by the Revere Distributor,
WILLIAMS AND COMPANY, INC.,
Pittsburgh, Pa.



DETAIL SHOWING stepped design and
how continuous edge strip was applied.
Distance between seams was 23" to
the weather using Revere 20 oz. 30" x
96" copper sheets.

CLOSE-UP SHOWING full support be-
tween horizontal battens, as suggested
by Revere's Technical Advisory Service
after careful study. Expansion joints
were made 24' apart. General Con-
tractor was HERMAN H. KEYS, "Master
Builder," Uniontown, Pa.





"G-E REMOTE-CONTROL WIRING IS LIKE HAVING AN EXTRA SALESMAN IN MY MODEL HOME!"

... Mr. Kenneth W. Flower, Builder, Terwood Park Homes,
Upper Moreland Township, Pennsylvania

"Extras sell a home today", says Mr. Flower. "People have so many homes to choose from, they take the one with eye-catching conveniences, such as our modern kitchen, built-in 'Hi-fi' and G-E remote-control system . . . features they don't have in their old homes. It's paid off in Terwood Park, where we sold the first 20 houses out of 65 in ten weeks . . . at a time when the competitive market around Philadelphia was slow.

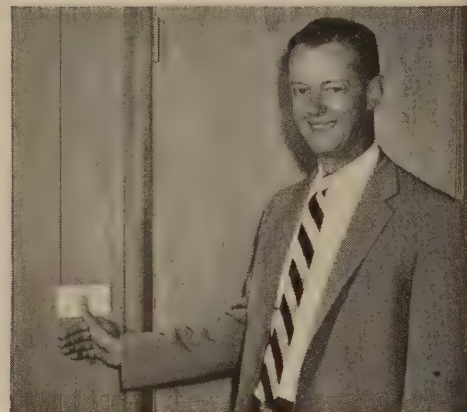
"G-E remote-control wiring, with convenient multi-point switching, is worth many times its cost as a house-selling feature. People see it and try it right away. The bedroom master selector switch that 'floods the house quickly with light' rates high with the ladies out in this wooded country. We've used G-E remote-control before, and plan it for our next project."

Costs only \$78 more than conventional wiring

"I put G-E remote-control in Terwood Park for only \$78 more per house than conventional wiring", says Harry G. Hey, Ambler, Pa., electrical contractor. "That includes a nine-position selector switch in the master bedroom and 24 switches throughout the house, controlling inside and outside lights. You can't beat the General Electric remote-control system!"

Ask your electrical contractor or General Electric distributor to show how you can install this house-selling feature at reasonable cost. OR: Write for free literature on G-E remote-control wiring, to General Electric Company, Wiring Device Department, Providence 7, R. I.

Mr. Flower stands in front of the Terwood Park model home, justifiably proud of his split-level, 3-bedroom design. "Dream kitchen", paneled den, 2½ baths and two-car garage provide "a lot of good living for \$21,000 to \$23,000."



"G-E switches are good-looking", says Flower. "People like their appearance as well as the convenience of remote-control switching."

Electrical contractor Harry Hey (*bottom left*), is a great booster for the safety features of G-E low-voltage control circuits. "I've installed a thousand of these systems, with good results every time", says Mr. Hey.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

an open and shut case for easier sales

This wood window is a sales-winner

It is equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance. And it is Dura-seal that makes it the best window on the market . . . providing the most complete and efficient weather protection . . . the easiest operation. It offers the outstanding features shown at right . . . features that assure the home buyer that he is buying the best!

Dura-seal equipped windows are immediately recognized as such by the home buyer . . . they are quickly identified for the name is embossed on the metal and each unit carries a special "Advertised in LIFE" sticker.

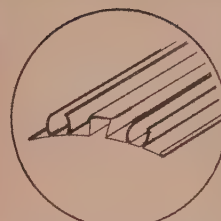
Let these engineered features and LIFE promotion work for you . . . look into Zegers Dura-seal now. Contact your dealer—he will show you an actual operating sample window and explain the many Dura-seal benefits. Zegers, Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois.



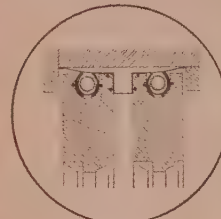
Send for this free booklet, "Today—Quality Sells The Home Buyer." It tells all about Dura-seal and the strong promotion program back of it.

ZEGER'S

DURA-SEAL COMBINATION METAL WEATHERSTRIP & SASH BALANCE



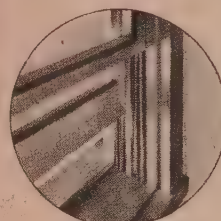
1-piece self-adjusting jamb assures air seal . . . smooth operation.



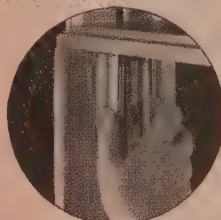
Maximum contact at all points with friction and spring balance.



Adjusts itself for smooth, silent lifetime operation.



Custom fitted to frame. Complete head to sill protection, sash control.

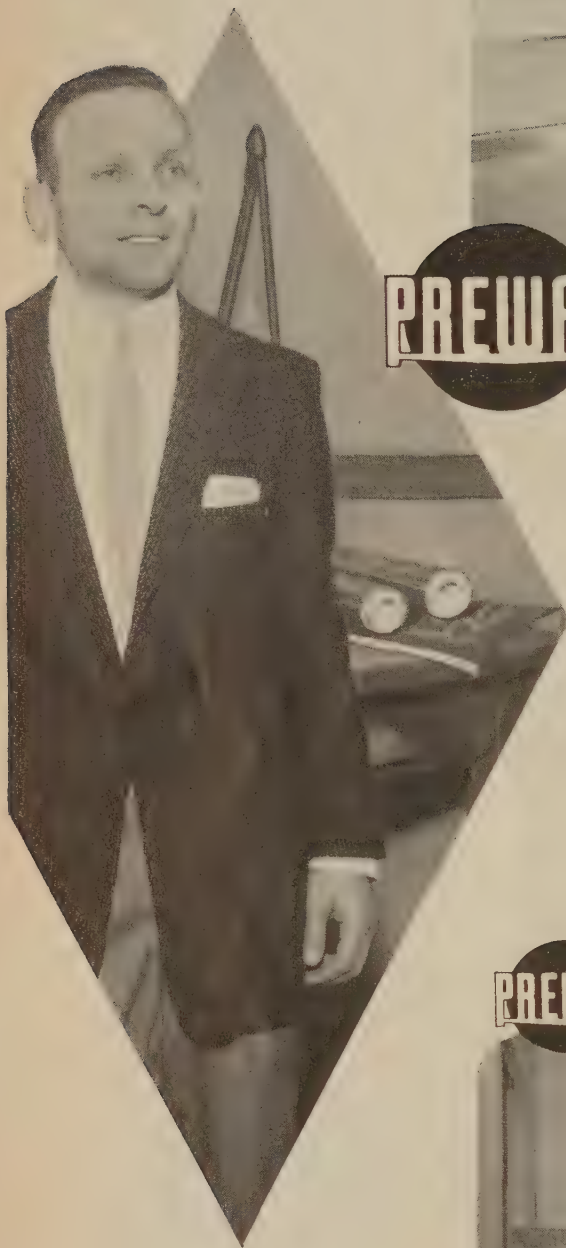


Exclusive Snap Clip* permits easy window removal on the job.

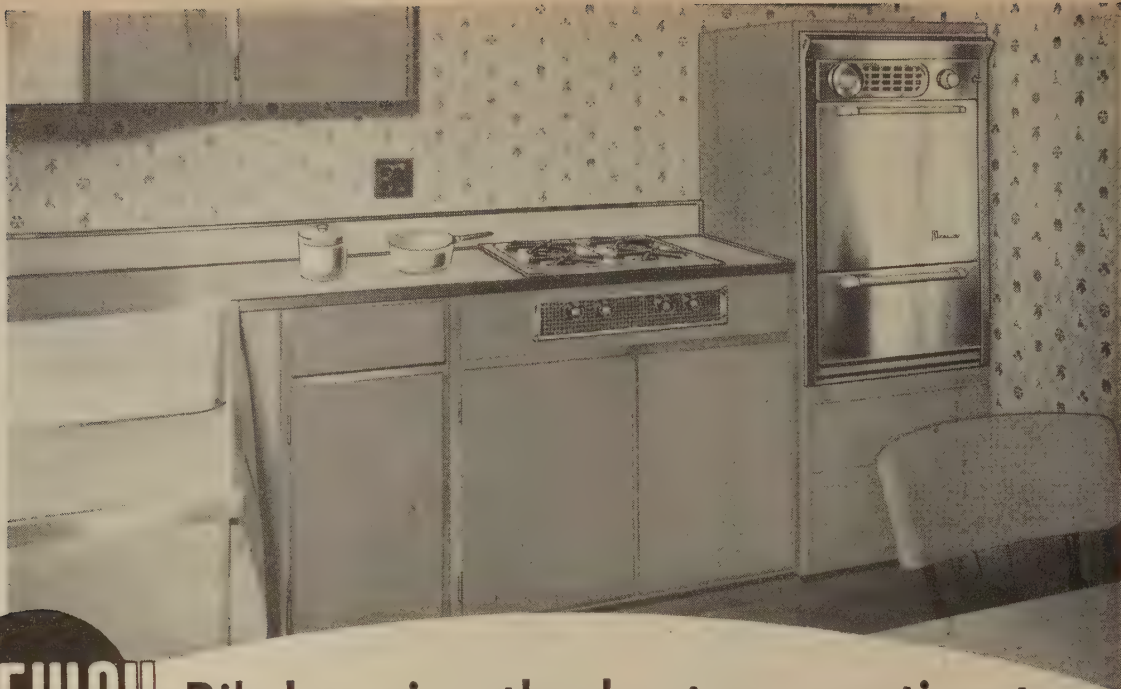


Backed by LIFE promotion to home buyers.

*PAT. APPLIED FOR



Pleasant to be in, easy to work in, are these functional Fidelity Home kitchens — from the board of Seymour Weiner.



PREWAY

Bilt-Ins give the best accounting to Fidelity Builders one of the big five in Chicagoland

Because the kitchen is of vital concern to the housewife, Fidelity Builders lay special emphasis on it.

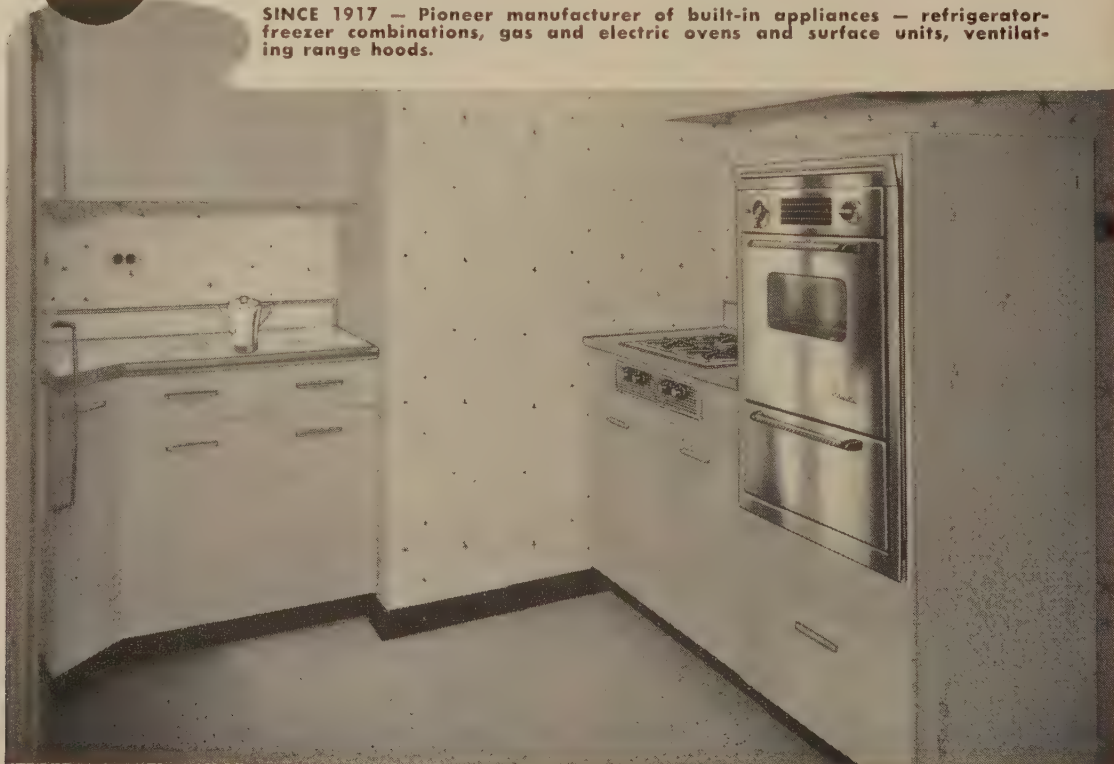
Seymour Weiner, designing and supervising architect, says, "Nothing sells and satisfies like quality. That's why PREWAY Bilt-Ins — electric or gas — are important to our thinking and are specified in our plans. In addition to speeding buyer interest in our kitchens by their look-of-tomorrow styling, PREWAYS outperform any built-ins we have known in the way of freedom from trouble. Our service calls are almost zero — an amazing 700% decrease over previous experiences . . . and we thought we were doing well before."

Seymour Weiner's comment may well serve as a reminder for you to re-evaluate your kitchen thinking to improve your competitive position and lower your costs — all costs. Hundreds of builders already have. Write today for colorful specification bulletins that give you full information on PREWAY Bilt-In appliances.

PREWAY

Inc. 2358 Second Street, North, Wisconsin Rapids, Wisconsin

SINCE 1917 — Pioneer manufacturer of built-in appliances — refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.





Colored **VIBRAPAC** **CONCRETE MASONRY WALLS** **... add beauty ... reduce costs**

• You get an amazingly wide range of beautiful colors, textures, patterns and sizes with high-quality block produced on the world-famous Besser Vibrapac machine. Architects, builders and homeowners enjoy working with Vibrapac Block because of their accurate dimensions and their many artistic design opportunities. Designers, contractors and occupants, alike, can profit from using this versatile building material.

Exposed masonry walls, built with Vibrapac Block are permanently beautiful . . . and permanently economical, as well. They effect appreciable savings in construction time and labor. And they give the structure itself greater stability, fire-safety and storm-safety with less depreciation and higher re-sale value for the homeowner.

Get all the facts. Write for literature, including chart showing 50 block wall patterns available. No obligation. Merely send us your name and address on your own letterhead.

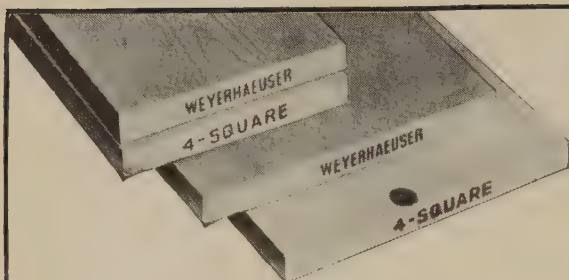
BESSER Company

Dept. 175, Alpena, Mich., U. S. A.

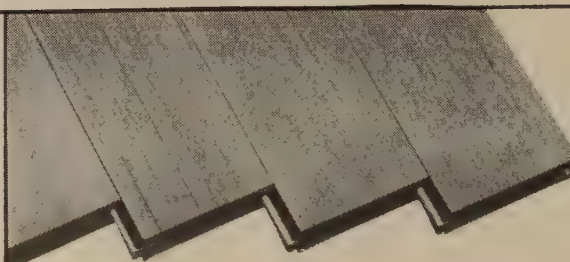
First in Concrete Block Machines



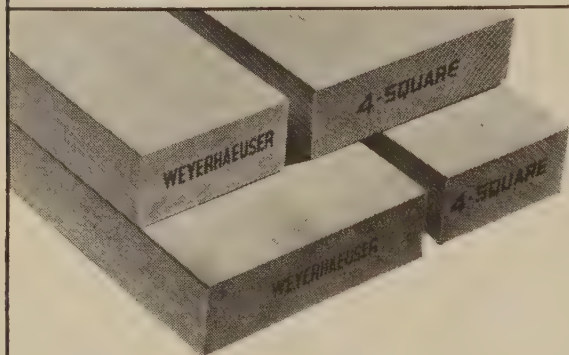
A7-157



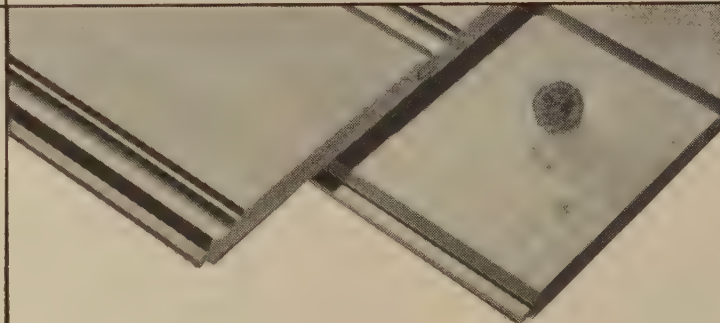
BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



FLOORING: Controlled kiln-drying means a firm, smooth surface for fine appearance and dependable service.



DIMENSION: Scientifically kiln-dried framing lumber contributes to sound, durable construction.

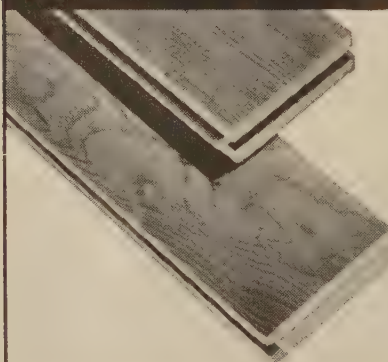


PANELING: Kiln-Dried Panelings come in a wide choice of species and patterns...also beautiful plywood panelings.

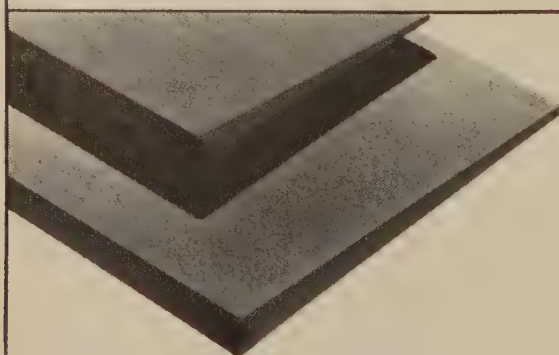
Weyerhaeuser

4-SQUARE®

LUMBER AND BUILDING PRODUCTS



END-MATCHING eliminates waste and reduces building time. End-Matched items include wall and roof sheathing, sub-flooring, finish flooring, drop siding, and ceiling.



SIDING: Weyerhaeuser 4-Square Kiln-Dried Sidings are available in a broad selection of patterns, grades, and species.

Basically better because...

IT'S KILN-DRIED

Shown here are a few of the items in the complete line of Weyerhaeuser 4-Square Kiln-Dried Lumber products . . . lumber which you can use profitably and with complete confidence.

Trademarked Weyerhaeuser 4-Square Lumber is properly seasoned by scientifically controlled methods of drying. The result is lumber which has maximum strength, finishes easily, and holds nails securely. Kiln-drying also promotes dimensional stability.

Besides being kiln-dried, Weyerhaeuser 4-Square Lumber is precision manufactured, uniformly graded, and carefully loaded. All of these features contribute to the uniformly high quality of Weyerhaeuser 4-Square Lumber that results in customer satisfaction while entrenching your position as a reputable builder. The Weyerhaeuser 4-Square trademark is your assurance that you are using lumber and related building products which over a period of many years have earned the reputation for reliability.

Weyerhaeuser Sales Company

Saint Paul 1, Minnesota

MOISTURE BARRIER IN
SLAB CONSTRUCTION

**"10 minutes per home
gives us a permanent
Olin Polyethylene
moisture barrier"**

Mr. David Chestnut (left) and
Mr. Leonard Schneider (right)
Developers of Belterre Homes
Huntington, L. I.



**TEMPORARY
COVER**



WIND-BREAK

Accepted by VA and FHA
Look us up in Sweet's Catalog

- Industrial Construction File 5/OL
 - Architectural File 9/OL
 - Light Construction File 3a/OL
- Also under . . . AIA File No. 24-D (NN)

"Not only is Olin Polyethylene lower in initial cost, but it saves labor time as well," say Leonard Schneider and David Chestnut, developers of Belterre Homes, Huntington, Long Island.

"For example, laying down Olin Polyethylene as a sub-slab barrier took us only ten minutes per home. Because we were able to select a roll size suited to the job, there was no lapping or wastage.

"Its light weight makes it an all-around labor saver. 1000 sq. ft. of .004" Olin Polyethylene weighs less than 20 pounds, while 1000 sq. ft. of the material we would have ordinarily used weighs about 500 pounds and costs almost twice as much! Best of all, once it's in place, Olin Polyethylene is practically indestructible — will last the life of the house. It's so rugged and versatile that we also use it as a temporary "wind break" and as a tarpaulin when the weather turns bad. No matter what we use it for, it really does a job."

Not affected by most acids, alkalies, bacteria, mold or temperature changes, Olin Polyethylene is a *permanent* multi-use moisture barrier that will help you build better for less. For more information, write: Film Division, Olin Mathieson Chemical Corporation, 655 Madison Avenue, New York 21, New York.

Olin
POLYETHYLENE
OLIN MATHIESON CHEMICAL CORPORATION

FILM DIVISION
OLIN MATHIESON
CHEMICAL CORPORATION
655 MADISON AVENUE
NEW YORK 21, NEW YORK

Please send me free booklet and the name of my nearest supplier of Olin Polyethylene.

name _____ title _____
company _____
address _____

(HH-3)

Prominent builder tells how:

FEDDERS

Adaptomatic

WHOLE HOUSE AIR CONDITIONER

sold project homes faster



Berkley Construction Company
General Contractors

Berkley Building, 8015 Forsyth Boulevard
Parkview 5-4062
Clayton 5, Missouri

October 22, 1957

R. M. Berkley, co-builder and developer of Fox Run, 200-home middle-income development in suburban St. Louis.



Contemporary. 3 bedrooms, 2 baths, living room, dining room, kitchen, carport. Full basement.
\$17,950



Colonial. 4 bedrooms, 2 baths, living room, dining room, kitchen, garage, porch. Full basement.
\$19,650



Contemporary. 4 bedrooms, 2 baths, living room, dining room, kitchen, carport. Full basement.
\$18,750

Mr. E. M. Becker
Sales Manager
Fedders-Quigan Corp.
Maspeth 78, New York

Dear Mr. Becker:

I wanted to drop you this personal note of thanks for the major contribution the Fedders Adaptomatic made to the success of our Fox Run Development. This 3 Horsepower model enabled us to offer the public fully air-conditioned homes at an unusually attractive price.

From the planning stage on, the wisdom of choosing Adaptomatic was confirmed repeatedly. Due to the Adaptomatic's unique split-chassis design, modification of the house plans was unnecessary. Costly plumbing and hermetic charging at the site were eliminated, and the units were connected neatly and quickly to already planned ductwork. In fact, I'd say your Adaptomatic unit saved us hundreds of dollars in each installation.

Perhaps more important was the way the Fedders Adaptomatic accelerated sales by obviously giving the prospects more home value for their money. Prospects really responded to air-conditioning in this area. I'd say it was one of those rare cases where everybody benefited.

Cordially yours,
R. M. Berkley

Exclusive Adaptomatic Features

Can Help You Build More Value and Profit into Your Homes

All-in-one unit completely assembled and tested at factory, ready to operate on arrival. Connects to warm-air system, can be installed in any type of home . . . in attic, crawl-space, garage or utility room. Special builder's purchase plan on any quantity. 5-year warranty on hermetic system. Write for full details.

FEDDERS

World's Most-Wanted Air Conditioner

SEND FOR SPECIFICATIONS FOLDER!

Fedders-Quigan Corp.—Dept. HH-38
Maspeth 78, New York

Gentlemen: Please send me, without obligation, complete information on central air conditioning with Fedders All-in-One Adaptomatic.

NAME _____

STREET ADDRESS _____

CITY _____ STATE _____



MALT-A-GLIDE horizontal sliding windows in stone section.

MALT-A-VENT awning windows in wood and stucco walls.

Use Malta Wood Windows for beauty, style and building ease in any wall construction



MALTA TOWN and COUNTRY . . . a trim, new double awning window with full ventilation . . . economical installation.

THE
Malta
MFG. CO.

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Builder Richard Schoen (left) and Architect Pierre Zoelly at the site of their ultra-modern home for Mr. and Mrs. Paul Decker in the Surrey Hill area of Columbus.

"Planned telephone outlets help a modern home stay modern"

—says Mr. Richard Schoen, Custom Builder, of Columbus, Ohio

"My customers want their homes to be modern today and modern tomorrow, too," says Mr. Schoen. "Among the many conveniences I plan with the future in mind are telephone outlets, with the wiring neatly concealed in the walls.

"I discuss these telephone outlets with every customer, and we consider not only present needs, but anticipated future requirements also. The way I see it, every house I build can be a lasting advertisement for me here in Columbus. And

planning for telephone outlets is one good way to insure that my homes are going to stay modern and desirable for a long time to come, as well as please customers and help sales today."

* * *

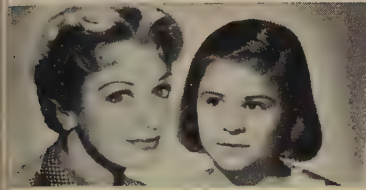
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ROUNDUP

Easier warehousing, construction loans expected

The Federal Reserve's latest money-easing move—reducing bank reserves by ½ %—will help homebuilding directly. It should make warehousing of FHA and VA mortgages both easier to arrange and cheaper. Warehousing is a smart idea now, because 1) discounts on FHAs and VAs still seem to be shrinking (see p. 58) and 2) there may well be even more demand for loans later this year.

FHA strives to cope with its big backlog

FHA is stepping up its struggle not to be a brake on home building in 1958. With applications zooming (47,579 in January, up 37.3% from December and 63.7% from January 1957), FHA finds many of its undermanned offices staggering under bigger workloads. FHA has hired 200 more employees since Jan. 1 (see p. 38). It has formed two task forces from personnel in its Washington headquarters to help with backlogs in the East and Southeast where they are worst. All 74 offices have been told to set up panels of fee appraisers to help with the backlog of applications on existing construction (which reached 24,962 in January, up 38.6% from December and 74.8% from January, 1957.)

Philadelphia's backlog is FHA's worst, says Asst. Commissioner Wendell Edwards. It is taking six weeks to process applications vs. the two weeks considered normal. Other jammed offices with their current processing periods: Birmingham, five weeks; Jacksonville, three weeks plus; Miami, four weeks plus; Tampa, six weeks plus; Atlanta, four weeks plus, and Columbia, S.C., three weeks plus.

Starts perk up but FHA-VA volume stays under year-ago

Housing starts turned up encouragingly in January. They totaled 69,000. Of these, 64,200 were private starts—a seasonally adjusted annual rate of 1.03 million, highest since Oct. '56. No one is saying yet that housing has turned the corner (see p. 41). It's too early to tell, particularly since FHA's volume still does not equal the combined FHA-VA total of a year ago. And that is the critical comparison.

Should FHA's new Certified Agency Program be expanded now?

Influential mortgage men are pressing FHA to extend its Certified Agency Program to the whole nation now. They contend such a setup is the only way the undermanned, money-shy agency can possibly process enough applications to let housing make a comeback this year. Under the new program, started by FHA on a trial basis in seven areas last fall, approved mortgagees take over FHA's normal work of credit evaluation, local appraisers do FHA's normal valuation and local construction men inspect property under construction for MPR compliance. Some mortgage men report they are getting completed applications in four days instead of the month it takes in many FHA offices. So far, FHA is sticking to its original plan to try the new setup a year before deciding whether to extend it.

Builders step up fight against the building cost spiral

Home building may be ready at last to fight the spiralling cost of building at its roots. Industry leaders seem finally to realize that easier and easier terms and longer mortgages may keep houses within reach of the market but they only postpone the more vital assault on their industry's obsolete technology and wasteful methods that make houses cost more than people think they are worth. In Chicago, NAHB called for new cost-saving materials and products, increased mechanization at the site, more labor productivity. NAHB has already stepped up its fight against waste entrenched in building codes (H&H, Feb.).

Now the AFL-CIO Building Trades Dept. has put a new and powerful weapon into home building's hands: a policy statement favoring greater productivity and condemning featherbedding (see p. 61). If the feeling shown in Chicago means anything, home builders will use the weapon.

Court voids school assessment against Chicago builders

Chicago home builders have won an important test case—involving the right of a town to assess them for schools. A circuit court judge has ruled that the town of Park Ridge—an upper middle class suburb south of the city—cannot legally require a \$300 contribution to a school building fund for each house a builder starts. The judge sympathized with the town but ruled the ordinance invalid because it usurps the revenue raising power of the state. The town school board will have to return \$120,000, collected from six builders and held in escrow since the ordinance was enacted in 1954. The judge's decision will not be appealed.

Builders believe that similar ordinances in nine other suburban Chicago school districts—requiring from \$125 to \$500 per house—are also invalid. Suits have already been filed against two.

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FHA acts to cut its processing jam

FHA has labeled its processing jam "a major crisis" and taken these emergency steps to cut a still-mounting backlog of applications:

1. Ordered its 74 district directors to set up panels of fee appraisers to set loan valuations on existing construction.

2. Formed two task forces of FHA headquarters men to fan out among field offices along the east coast where the jams are particularly bad.

Commissioner Norman P. Mason acted only a week after the Congressional joint economic committee heard testimony (see next page) that his agency's processing pileup constitutes a "serious obstacle to a rapid pickup in building."

"Processing time most critical issue before FHA," Mason wired his field offices. "Every effort must be put forth to clear backlogs and expedite processing." Mason authorized use of fee appraisers—on request of any mortgagee—for existing construction over a year old or for houses less than a year old in subdivisions where FHA has already made appraisals. Their use will free staff appraisers for new construction cases. The appraiser will collect a fee of about \$25 (besides FHA's usual \$20 per house).

FHA's first headquarters task force—eight men including top officials led by Deputy Commissioner Cy Sweet—spread out among FHA district offices in Philadelphia, Wilmington, Newark and Washington, D.C. Another pool of ten underwriting advisors, six architectural advisors and four deputy zone commissioners was formed to speed to other east coast cities where jams are reported.

Mason announced FHA has hired 100 employees in field offices since Jan. 1, got Budget Bureau authority to hire 100 more in mid-February. Another 100 will be hired if Congress lets FHA spend another \$2 million of its own money—money economy-bent legislators cut from its budget last year. (During the last half of 1957, economy forced FHA to cut its field force by 200).

• • •

FHA's decisive moves at the top will be only as effective as field directors and their staffs make it. And builders have learned—sometimes to their chagrin—that the Balkan empire which is FHA can be a marvel of inconsistency.

For every office that goes out of its way to be helpful, cooperative and speedy (as Commissioner Mason implores) there seems to be another that has its door closed to builders, deals mostly by mail and knows only regulations, not cooperation.

FHA has offices of comparable size handling comparable workloads in Sacramento and Columbus. The astonishing contrast follows:



HELP FOR THE BACKLOG is given Washington, D.C. insuring office by personnel from the national office. The task force program was set up by Alfred W. Jarchow, standing right, director of appraisal and mortgage risk division. Seated: Wyatt W. Dawson, mortgage credit analyst from the national office. Others standing (l to r): John R. Blackistone, chief underwriter in the D.C. office and Thomas C. Barringer, D.C. district director.

Sacramento: a progressive and cooperative office where every home builder is always welcome

"Success of FHA depends on offering practical, realistic services to builders, home owners and the public. If we can't offer those things, then the program is no good."—Roy H. Pinkerton, director, FHA's Sacramento office.

Home builders in Sacramento often brag that they have the best FHA office in the US and the best director in Roy Pinkerton, a 24-year veteran with FHA.

Here's one example of why they feel that way:

Early in November, Pinkerton phoned Robert D. Hurst, president of the Associated Home Builders of Sacramento, and Robert J. Lovell, the executive secretary. He announced that zone commissioner George Hillier was in town and suggested: "Why don't some of you fellows get over here and we'll kick around your problems on 79E."

Conciliatory officialdom

Controversial 79E, a local acceptance standard, contains new soil condition requirements. Sacramento builders had protested the rules are aimed at hillside developments in

the zone and are too stringent for flatland building, adding unnecessarily to costs.

Hurst, Lovell and others hurried over to Pinkerton's office, discussed the rules for two hours. Hillier conceded there was merit in their argument. He made no immediate exceptions but left builders with the impression that a change may be made.

Meetings of this type between FHA men and builders are common in Sacramento and they are productive. Says Hurst: "We can talk to Pinkerton and members of his staff and find out where we stand and what we can do. I'm not saying we can get away with anything. We can't. But at least we have the feeling our problems are being recognized and are getting help whenever possible."

Builder Ralph Hertel agrees: "Pinkerton is never too busy to talk to us. In planning tract homes you can get to FHA with your plans and they will show

you what is wrong and why. It doesn't follow we always get what we want but we do have the opportunity to talk over our problems."

Unlike builders in other areas who complain that local offices are trailing the leadership of Washington, Sacramento builders wish Washington would sometimes leave Pinkerton alone. Notes Hertel: "It would be much easier to follow the line set down by Washington but Pinkerton has made exceptions where it took courage to go ahead."

Pinkerton, who started with FHA in 1934 as a stock clerk distributing forms, comments: "I try to be as practical as I can, cut out as much red tape as possible, as much paper work as I'm permitted. I try to be as progressive as possible and accept everything researched as practical and not forbidden."

Processing no problem

The Sacramento office has one of the best processing records in the country. In 1957, the staff of 68 handled 6,171 applications (3,390 of them on new units), processed 87.5% of them in 14 days or less. (Builder George Turner figures the office is "slow" if processing time on his applications takes longer than 10 days.)

The 1957 volume was well off from the record year of 1955 and its 14,589 applications but Pinkerton then had a staff of 86.



PINKERTON

Columbus: points of friction keep piling up as FHA holds an industry off at arm's length

"I take the position we must protect our investment and the homeowner. To do that everybody must walk the chalk line. I had to build an organization loyal to our purpose. Now every idea that goes out of here is agreed upon by all of us. We have an inflexible policy."—Forrest P. Smith, director, FHA's Columbus, Ohio, office.

There may be no city in the US where relations between the home building industry and the local FHA office are worse than they are in Columbus, Ohio.

There is one obvious cause: FHA Director Forrest P. Smith and his chief architect, Paul Holstein, are convinced they must hold the industry off at arm's length.

There is only occasional direct contact between builders and FHA brass. Most of the contact involves two or three builders who still think desk pounding will bring results. It seldom does.

There is little friendship between builders and FHA, little cooperation for the common good, little discussion of industry problems. Points of friction pile up. Builders complain bitterly that they are not part of the FHA program, only its tools.

How to be impartial

It wasn't always so. Before Smith, a former commercial banker and deputy administrator of Ohio's Unemployment Compensation bureau, took over at Columbus in August, 1953, FHA officials met regularly with the home builders' FHA-VA committee.

Intent on being fair and impartial, Smith ended this contact. He said he did not want to meet with any advisory committee which includes builders whose applications he would have to pass judgment on. (This despite FHA Commissioner Norman Mason's suggestion that field directors should meet with builders' committees.)

Instead of a builders' committee, there is now an advisory committee of executive officers representing the builders, mortgage bankers, savings and loan leagues and real estate board. When builders protest that the executive officers are basically administrators and are not really close to a builder's problems, Smith replies: "That's the builders' problem. Let them find an executive director who understands building."

Inspectors run scared

The principal subject of the builders' ire is not so much Smith as Holstein, a Naval Reserve Seabee captain. Holstein is tough. He admits it. So does Smith, who says: "I like Paul because he is tough. We don't pay any attention to complaints about him."

Holstein has his inspectors running scared. He lets no inspector make two consecutive inspections on the same job. He has fired three inspectors in five years for allegedly favoring some builders.

Builders soon learn that Holstein doesn't trust anyone entirely. "It got so bad," moans one builder, "that if an inspector didn't find something wrong old 'Bullstein' (as builders have tagged their protagonist) would either come nosing around himself or send another inspector." (This builder has quit the FHA program.)

Unfortunately a second inspector, sure that Holstein would be doubly suspicious if he came back without finding some fault, invariably finds one—however minor—though the house may be in substantial conformity with MPRs.

Has redtape slowed down processing? Officially, the Columbus backlog is not among the worst. FHA claims it is only three weeks; reports that only 46% of its cases took more than 22 days in January.

But most builders claim processing is



SMITH



HOLSTEIN

slower than the official figures show. One builder fumes that he gets no commitment faster than four weeks, finds that most take six weeks.

FHA blames builders' mortgage men for the delay. Smith has ordered return of any applications that are not complete, no matter how minor the omission.

One builder's experience: "I put in a couple of cases before I went to the Rose Bowl. They were the same plans I had been submitting. When I got back I found they had returned the papers because the scale was $\frac{3}{8}$ " to 1' instead of $\frac{1}{2}$ " to 1'. I figure this set me back two weeks."

Last year the Columbus staff of 54 persons processed 4,283 applications.

No collective complaint

Though builders complain to one another, they seldom do so to FHA, either individually or collectively—with those two or three desk-pounding exceptions.

But builders might be better off if they did state their case together. At least one thinks so: "I've stood up at a meeting of builders and told 120 men they don't have to take anything lying down."

"But perhaps you can't blame the builders for not complaining. They're afraid of reprisal. But we'll never have a forceful voice unless we do get together and complain or complain individually at the right times."

Will processing tieups stymie housing's comeback?

FHA's processing jam is a major obstacle to home building recovery in 1958, warns Housing Economist Miles Colean.

Testifying before the Congressional joint economic committee, Colean counseled against predictions that housing can stimulate the nation's economy this year. He explained: "Unless FHA is quickly able to enlarge its staff and simplify its operation so it can substantially cut its examining time, it will do well to raise its volume enough to maintain last year's total [housing] production."

Putting his thoughts into figures, Colean pointed out that 168,000 new units were financed through FHA in 1957 (excluding military housing). He forecast the dying VA program will provide no more than 50,000 new units in 1958 and that conventional financing—normally a level quantity amid the roller-coaster of FHA-VA starts—will account for no more than 725,000 units. So FHA would have to boost its starts 34% to 225,000 to let private starts reach 1

million this year. And FHA would have to double its 1957 volume to 325,000 units to let housing bounce back as far as 1.1 million starts.

Colean was skeptical that FHA can perform at this level. He listed these obstacles in FHA processing:

1. FHA is inadequately staffed to do its jobs because Congress has limited how much of its own income FHA can spend on its own administration.

2. FHA officials are forced to spend too much time "administering, or attempting to administer, numerous special purpose programs which contribute relatively little to the total of housing activity."

3. FHA examination procedure itself is exceedingly complex and cumbersome, partly because of administrative incrustations and partly because of the law.

Despite a declining volume of applications in the last half of 1957, most FHA offices were unable to process their cases within a reasonable period of time. Revealing a survey by the Mortgage Bankers Assn., which covered 41 of FHA's 74 district offices, Colean reported:

"The survey shows an average processing time of nearly a month (26.5 days) for appli-

cations on an existing property, with a range up to more than two months in the worst instances. For processing cases for conditional commitments to builders for new construction, the average time reported is again about a month (29.3 days), and again with some cases running beyond two months.

"To convert the conditional commitment to a firm commitment to the home buyer appears to take an average of another 2½ weeks (18.9 days), with three weeks to one month being common and extreme cases running longer. These figures are in sharp contrast to the customary one to two weeks taken in handling conventional loans and in fact to the most favorable cases reported in the MBA survey."

Long processing delays in many parts of the country are hampering builders who want to be ready for spring operations, Colean commented. "If this is the condition now, what is likely to be the effect of an increase in business such as would be needed to reach the modest levels of activity I have mentioned?" he asked. His own reply: "Despite FHA's continuing efforts at correction [see opposite page], the answer is likely to be greater congestion and inability to perform satisfactorily."

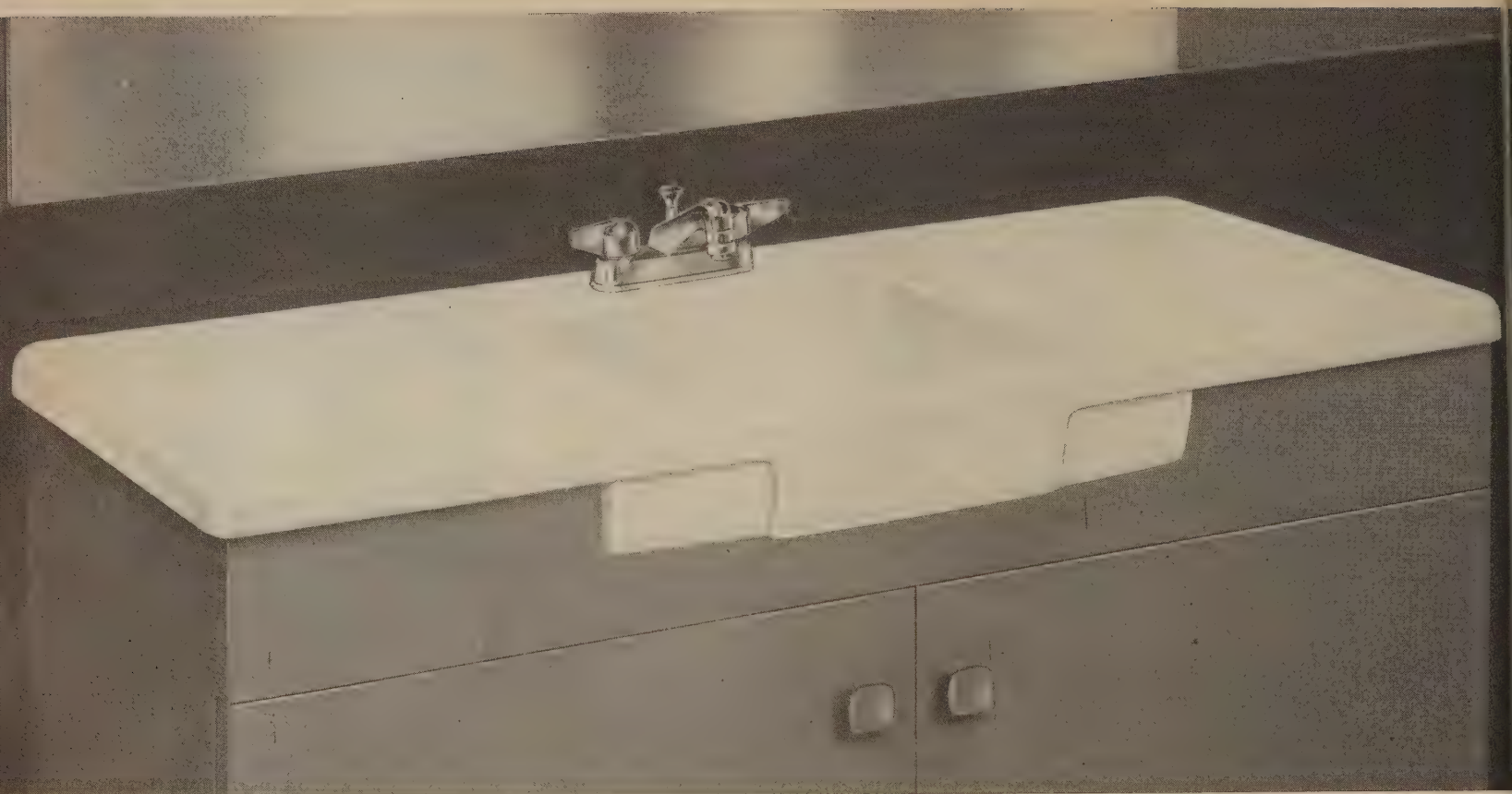
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COLEAN

Leonard Schugar

THERE'S A NEW TREND IN BATHROOMS



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Versa-Tile

counter top and lavatory of color-matched vitreous china

Builders and home buyers will be enthusiastic over the exciting new U/R Versa-Tile, a component especially designed to cut costs and add appeal for builder homes.

Cost-cutting Versa-Tile features complete flexibility and fast installation. No back-up sub-counter and fewer grouting lines are needed.

Instant eye appeal is assured in the U/R Versa-Tile, for both counter top and lavatory are color-matched in "Hi-Fired" true vitreous china. Versa-Tile is available in Arctic White and U/R's six decorator colors. Lavatory has deep basin, with concealed front overflow. The con-

tinuous super-hard surface of both counter top and lavatory makes this a time-saving, easy-to-clean unit for today's "new trend" bathrooms.

Yes, U/R leads again with a much-needed new bathroom unit that enables America's builders to offer "more home for the money than ever before."

Architects and builders are invited to write for a complete Universal-Rundle catalog. Or see the Universal-Rundle section in Sweet's Architectural and Light Construction files. Universal-Rundle Corporation, 529 River Road, New Castle, Pennsylvania.

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HOUSING MARKET:

US loan clears liens for shaky builder, saves land contract homes for buyers

The Small Business Administration is rescuing 170 land-contract home buyers in Ohio who were about to have their houses sold out from under them.

SBA, in an action which has no precedent, is lending \$200,000 to the receiver for Builder-Preacher-Bible Salesman Kash Amburgy of South Lebanon, O. The money will pay part of the debt Amburgy still owed sub-contractors on the 170 houses.

Without the federal loan, Receiver J. L. Osberger would have had to sell some or all of the houses—to which Amburgy still holds title—to pay the debts. Since it would have been a forced sale with open bidding, it was considered doubtful whether the 170 home owners, with their limited cash, could have outbid real estate speculators.

It is also doubtful whether forced sale of the houses would have brought more than the liens against each. Consequently the occupants would have lost not only their homes but also their equity accumulated with contract payments—up to \$2,000 per family.

Twenty S&Ls in nearby Cincinnati, which hold Amburgy's first mortgages on the homes, have agreed to cooperate with Receiver Osberger in arranging refinancing for occupants who have substantial equities.

Blast from FHA

FHA Commissioner Norman Mason issued a press release citing the Amburgy case as a horrible example of the "havoc secondary financing can cause and is causing." But Mason erred when he said Amburgy was bankrupt.

Actually, Amburgy's creditors discovered last summer that while he had assets of \$3 million on paper, he owed about \$2,250,000 of it. Amburgy filed a plan of arrangements in federal court to liquidate his assets and gradually pay his debts. The court approved the plan and named Osberger receiver. The liquidation would have included the 170

Walter Kneal



KASH AMBURGY & HIS HOMES
Perils of land contracts

homes if the SBA had not made the loan.

Amburgy, who came out of Kentucky in 1949, billing himself the "world's champion Bible salesman" and "Warren County's hottest ball of fire," has built some 300 homes—mostly priced from \$8,250 to \$9,500. At first, he sold Bibles door to door on the installment plan (\$2 down and \$2 a week for an \$18 family Bible.) A minister in the Bible Church of God, he finally bought a building in South Lebanon (pop. 2,400) and started his own church. He also went on the radio to sell more Bibles.

Shell homes—cheap

In 1951, he bought a 39-acre farm, subdivided it and started building homes for about \$5,000 with unfinished interiors and outside toilets—aiming them at "young people who can't afford homes." He required 10% down.

Later, he moved into the \$8,250 to \$9,500

price bracket, required 15% down. He arranged a \$5,500 first mortgage and a \$1,500 second. In his final 170 homes he sold only on land contract in order to spread his income over several years for income tax purposes. Unfortunately tying up his capital that way proved his undoing.

Land contract selling is not widespread around Cincinnati. So President Ray Murphy of the local builders says: "The situation has not given us a black eye. Most people know he built houses for people who couldn't have had them under any other plan."

MARKET BRIEFS

How US housing has improved

The postwar housing boom at last has made obsolete F.D.R.'s famous observation that a third of the nation was ill-housed.

Only a 24% of the US housing inventory of (55 million units) could be classified as dilapidated or lacking in plumbing in 1956, says the Census Bureau.

All of the improvement came after 1950. The Census that year found the same third of the nation's housing under-par that Roosevelt remarked in the '30s. The gain is largely attributable to the 11 million new units built since 1950, almost all of which had "all plumbing facilities," says Census.

More 6% commissions

Chicago and Minneapolis realtors have joined the trend to 6% commissions on real estate sales.

Realty boards in both cities recommend the new rate. But some brokers are sticking to 5%. In both cities, the rate does not necessarily affect tract home builders, most of whom negotiate commission arrangements if they use realtors outside their own organizations.

President Lou E. Gilbert of the Minneapolis board noted proudly that the increase was the first there in 20 years though the cost of living has more than doubled in that time. (What he did not point out: since the average market price of real estate has probably doubled, so has the size of a 5% commission.)

Supermarket lot sales

Home building sites are being offered Milwaukee builders (those in NAHB) on a supermarket basis.

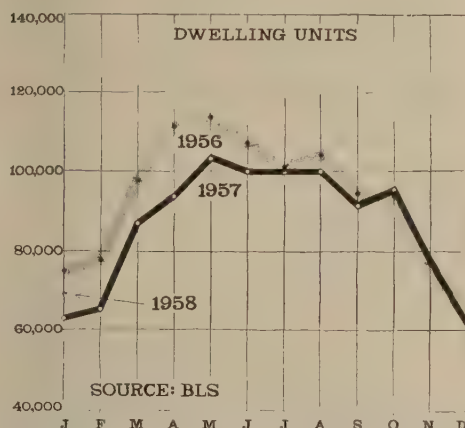
Builder-Developer August Urbanek has formed a new corporation, Wisconsin Development Corp., to market lots scattered throughout the Milwaukee metropolitan area. They range from 60x100 to ¾ acre and in price from \$2,600 to \$6,500.

Urbanek has 1,485 lots available now, expects to increase his inventory to 3,000 by the end of the year through more land purchases.

The scheme is aimed at the small builder who cannot afford to tie up his limited capital in land. Urbanek requires no cash until the builder has a buyer for the house to be built on one of Urbanek's lots.

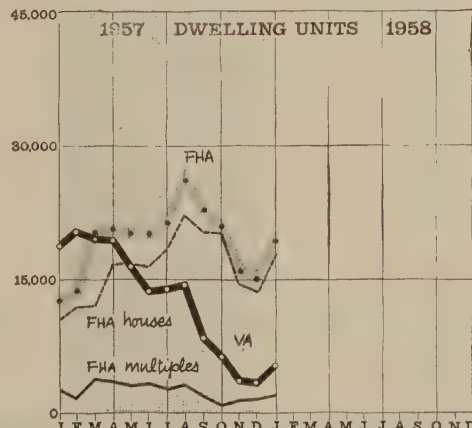
Urbanek is imposing one notable restriction on land he sells, aimed at upgrading the neighborhoods he develops. He is setting up a three man control board—one man from his company, one from the builders' association and one other—to check all house plans, make sure there are not too many homes of similar design, and that each plan is suited to lot conformation. Says Urbanek: "There's nothing worse than seeing a skimpy house on a spacious lot."

NEWS continued on p. 43



HOUSING STARTS spurted to 69,000 in January, up 9.5% from the 63,000 of January 1957 and up 11% from December's 62,000. Private starts totaled 64,200, up 6.8% from the year before, for a seasonally adjusted annual rate of 1.03 million, highest since last August. Public starts at 4,800 were up 66%.

With revision of figures from last October (up 8,300 units to 96,700), the preliminary total for 1957 starts has been raised to 1,040,900 starts—991,100 of them private.



FHA APPLICATIONS on new units reached 19,273 in January (excluding 3,344 military housing units), up 27.1% from December and up 46.9% from January 1957. Of these, 17,273 were on 1- to 4-family units (up 27% from December and 63% above January 1957). New project units totalled 2,000 (23% over December but 22% behind January 1957).

VA appraisal requests on new units bounced up 50% from December to 7,304—still 72% below January 1957.

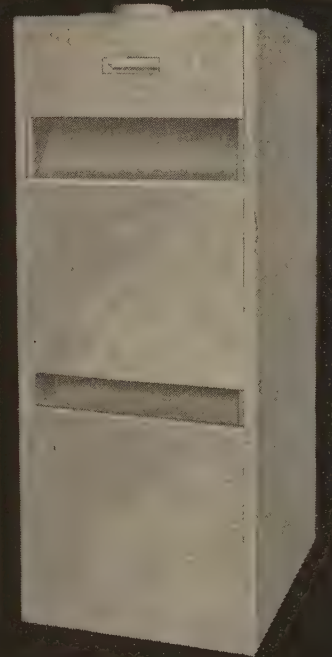
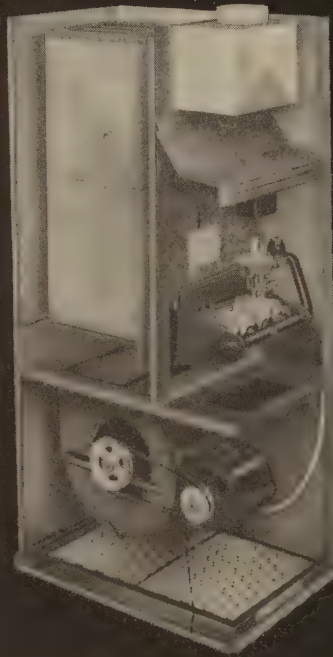
INSIDE FACTS on 2 new furnaces for development homes

Gas-Fired Up-Flow Furnace

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- American-Standard* cooling easily added
- Only 57" H. x 28" D. x 16" to 22½" W.

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Here's the answer to your need for furnaces that will help keep your house costs *down* and your house sales *up*. These top quality warm air units are completely new—designed and built by American-Standard, a brand name every home buyer knows. Yet they're priced no higher than

stripped-down models and unknown makes!

They're compact, solid looking, modernly styled . . . loaded with visible sales appeal. *Inside* features assure greater comfort, lower installation cost, plus freedom from complaints. Heat exchangers are covered by a 10 year warranty.

All units are designed for easy addition of cooling, so you can sell the house ready for summer air conditioning and take advantage of the liberal *Builder Promotion Plan* offered by your American-Standard Air Conditioning Division dealer or distributor.

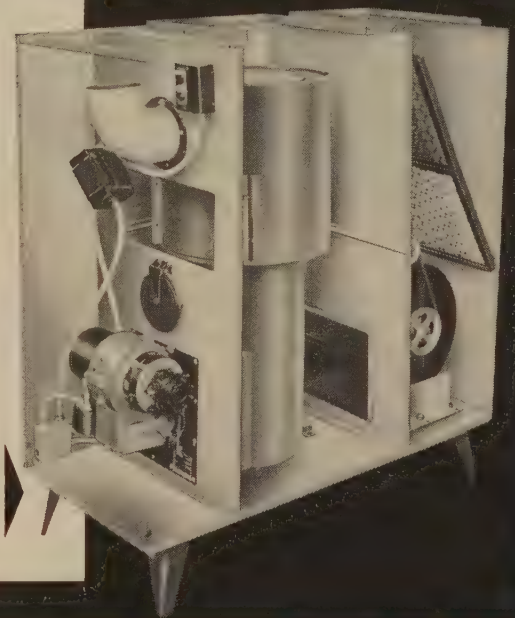
Oil-Fired Basement Furnace

MODEL B-OB

- Factory assembled and wired furnace package
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- 10 Year Protection Plan on heating element
- Easy-access front flue opening
- Extra large clean out
- Heavy gauge steel bottom pan
- All-new American-Standard oil burner, hanger mounted for quicker, easier installation
- Choice of 84,000, 95,200 or 112,000 Btuh at bonnet
- American-Standard cooling easily added
- Only 25" W. x 54½" D. x 47¾" to 51½" H.

EXCLUSIVE! ADJUSTABLE LEGS

This optional feature—offered by no other manufacturer—permits easy leveling of unit, saves on plenum material and permits hosing of basement floor without damage to unit.



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AIR CONDITIONING DIVISION

LOCAL MARKETS: how houses are selling in seven cities

Wichita: Builders plan to start 22% more new homes the first six months of this year than last (1,308 vs. 1,070), according to the semi-annual survey by the Wichita builder local in cooperation with F. W. Dodge. But they expect to lean heavily on FHA to do so. In the last six months of 1957, FHA accounted for 56% of Wichita's 1,139 starts, VA 10%, conventional loans 30% and all cash 2%. For the current half-year, builders count on FHA for 73% of projected starts, conventional for 26%, all cash for 1½% and VA for only a single house (0.7%).

How accurate is the survey? Reports Chairman Dale Fair Jr.: "Six months ago, builders said they would produce 1,271 new homes during the second half of 1957. They actually produced 1,193, according to the survey. . . . Although builders are basically optimistic, they have not been making wild predictions as they once did about proposed construction."

Many more builders are pricing homes from \$20,000 up, and the ratio of builders building less than 20 houses a year is on the rise. In the last six months of 1957, under 20 builders constituted 83% of Wichita builders, but only 37% of the volume.

Memphis: "A severe shortage of new houses" is foreseen by FHA Director James E. Kerwin. He expects it to last into June or July. Builders are optimistic this means

a busy year ahead. "Things look better now than at any time during the past 18 months," says President Jack Renshaw of the local home builders assn.

Memphis, says Kerwin, is normally a 5,300 home-a-year city. In booming 1955, builders overbuilt to the tune of 9,452 starts. So starts plunged to 3,900 in 1956 and 3,800 last year. By year-end, unsold inventory was down to 300 completed units—a mere 20-day supply, plus only 780 homes under construction, reports Kerwin.

Buyer demand this year will force builders into better design, planting and landscaping, the FHA chief predicts.

Omaha: January was the third month in a row when starts (as compiled by the Omaha public power district) topped the level of a year earlier.

Milwaukee: Prefabs are capturing a bigger share of the market. Over 1,000 of 1957's 7,000 starts were prefabs—about 14%. This compares with 9% the year before and 7.6% of national starts. Builders suggest two big reasons: 1) tougher sales in 1956 made many take a fresh look at operations—and decide on prefabbing to improve efficiency and 2) Great Lakes Homes Inc., local prefabbers, reported a 300% increase in business during 1957, following their offer to prefab to builders' own plans and specs.

Denver: Vacancies are on the rise in units renting for under \$60 a month, realtors report. On Dec. 15, some 2.1% of the 2,090 units in that rental bracket were vacant, according to the realtors' residential vacancy survey. A year earlier, the vacancy rate was only 1.6%.

An even sharper rise in vacancies (from 1.8 to 3.3%) shows up among the 2,323 units renting from \$60 to \$80 a month. But units renting for \$125 a month and up showed a sharp drop in vacancy: from 5.9% to 2.6%. City-wide, rental vacancies stood at a modest 2.9% on Dec. 15, slightly above the 2.2% average for last year.

Mortgage men report signs of improving sales of new homes.

Spokane: Home building was off 20% last year but builders expect a spring pickup. The area-wide inventory of completed unsold homes was down to 137 units on Jan. 15, compared to 250 units a year earlier. (But the inventory of unsold homes still under construction was nearly the same: 173 this January vs. 181 a year earlier, according to figures compiled by J. L. Cooper Co., mortgage bankers.)

President Donald F. Coyte of the local builders reports one out of every four Spo-

continued on p. 45

Low cost housing fight results in rigid tract controls

Los Angeles' fastest growing suburb (percentage-wise, not in numbers) has decided to put home building in a planning straitjacket.

Buena Park, an Orange County town whose population has gone from 5,000 to 31,000 in five years, has a new ordinance which gives the town council power to pass on a builder's land use plan, character and size of his homes, architectural style, quality and type of construction and "such other matters as the city council may from time to time determine and require."

The ordinance, passed in early February, is still too new to have been tested in practice or in court. But the mood of the community suggests builders may have built themselves into a box.

The mood—and the ordinance—result from a sometimes bitter squabble over a tract started last summer by Happy Homes Construction Co. (the firm run for many years by the late Ed Krist, specializing in cheap, small houses). Happy Homes, now run by five partners, planned 160 three-bedroom, one-bath homes of about 1,000 sq. ft. to be sold for \$10,995 on sales contracts—no down payment and only \$199 for closing costs.

When the models opened, the builders took orders for most of the 160 without even advertising.

But homeowners in an adjoining subdivision (1,350-1,450 sq. ft. homes sold several years ago for \$13,500 to \$15,000) took one look at the models, yelled that the cheaper houses would bring down neighborhood standards. They protested that Happy Homes' land contract customers would be more renters than owners, would let their property deteriorate into suburban slums.

They rounded up more critics, formed a Buena Park Homeowners Protective Assn., tried to get Happy Homes to change its plans and build bigger houses. Partner Otto Wol-

man, with construction on some houses underway, refused—though he did express sympathy with the overall aim of the association.

Homeowners held stormy mass meetings, won strong support from the local Buena Park News. (Typical headline: "Second Tract Joins Fight vs. Crackerboxes").

They hired an attorney, tried to get an injunction to stop construction but failed. They filed a petition in court claiming violation of the state map act but lost again.

Unhappily, convinced they could not stop Happy Homes, homeowners went to the city commission to demand stronger zoning to keep out similar tracts. Their proposal: a square footage minimum as part of a master zoning plan based on growth to date. Thus houses planned in an area adjoining a tract of 1,500 sq. ft. homes would have to have a minimum of 1,500 sq. ft.

The North Orange County Chapter of the Building Contractors Assn. fought the idea hard, making the valid point that size alone is no measure of quality.

The city council, convinced also that this kind of limitation might slow the town's growth, worked out a compromise which, in effect, gives it iron-clad control over every house planned in the city.

The real issue has yet to be joined. That will come when the ordinance is applied for the first time. Homeowners' watchdog committees attend each council session to keep an eye on enforcement. Members of BCA, understandably unhappy, are also watchdogging the meetings.

If nothing else, Buena Park stands as a warning to builders everywhere: watch your public relations—especially in communities where building is booming. Buena Park is a city which home builders created themselves in five years, yet they have left a bad taste in the mouths of the people living in their houses. Worse, they have left people like Editor Dick Knowles of the Buena Park News disenchanted with the industry. Cries Knowles: "Builders always oppose any regulations."



STREET VIEW OF THE FIVE 'OBJECTIONABLE' HAPPY HOMES MODELS



At Meadowcliff addition to Bralei Homes, L-M Permaline fibre pipe was used for house-to-street sewers. There are 450 homes in this beautiful wooded development in North Little Rock, Ark.

Builder J. B. Bracy says . . .

“L-M Permaline Fibre Pipe Does A Better Job, Costs Less To Install, And Is Root-Proof!”

After using Permaline fibre pipe in over 1,000 homes, builder J. B. Bracy of The Bracy Corporation, Little Rock, Arkansas, is a solid booster of fibre pipe for sewer installations. Mr. Bracy says: “It gives a better sewer, we get a more perfect job of laying, and it is definitely more *root-proof*. In addition, it costs less to install.” Permaline’s light weight, long lengths, and ease of handling are among the other features that appeal to Mr. Bracy.

Permaline fibre pipe makes good sewer lines because it is not harmed by hot water, detergents, acids or alkalis. There is no infiltration of flood or ground waters. Permaline withstands heavy weights, soil shifting, freezing and settling better than other types of pipe.

Permaline costs less to install. Several lengths may be joined together before lowering into the trench. Joints are quickly and easily made. Tapered couplings are tapped onto the tapered end of the pipe for a permanent, watertight, root-proof connection. No cement or calking is needed. As a result, the job goes in faster and labor costs are less.

Permaline pipe comes in 5-foot lengths in 2”, 4”, 6” and 8” sizes; 8-foot in 3”, 4” and 5”; 10-foot lengths in 3”, 4” and 6”. Full line of couplings, fittings and adapters is available.

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Two-man crew lays Permaline fibre pipe on the Bracy project. They dig sewer trench, lay pipe, and backfill in a total time of 1-1/2 hours.

L-M Permaline fibre pipe is easy to install. No cement—no calking needed. Just drive it for watertight, root-proof connection.



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kane families interviewed in a survey by a national research firm is "seriously considering" buying a new home in the next three years.

Detroit: Permits for new homes hit their lowest since 1949 last year, but builders' plans for 1958 show more confidence. The optimism is based on easier money, and the fact that many families delayed buying last year.

A cheering note: Carl Deremo Jr. of United Northwestern Realty Assn. reports December home sales were 14% above December 1956. Business was brisk in the \$10,500-to-\$15,000 bracket, but land contracts accounted for 24% of all sales.

'57 house trailer sales hit 140,000; best year ever

Home building is apparently losing more and more of its market to house trailers.

Mobile homes (today's name for a dwelling on wheels) have rung up an astonishing sales record in the past two years while home building slumped. The Mobile Home Manufacturers Assn. reports a 37% gain in sales in 1956, 1% more in 1957, reaching an estimated unit volume of 140,000 and dollar volume of \$579 million.

The threat of the mobile home to home building is well illustrated by the Kansas City dealer who recently boasted: "I have people among my customers who sell \$35,000 homes to move into trailers. Trailers are tighter, more economical to heat and easier to keep clean for the busy family that doesn't need a lot of room for children."

Today's trailer is more stationary than mobile. An estimated 85% of them are used as permanent residences, parked in one of the growing number of trailer parks (1,000 more each year). The manufacturers association estimates that a big mobile home used as a permanent residence is moved only once every two years. (Trucks, not passenger cars, do the towing.)

Manufacturers now draw a line of difference between the "mobile home"—which will be moved seldom, if ever—and the "travel trailer"—the small unit which a family hauls around the country on vacations. (Trailer makers claim the best of all possible worlds is enjoyed by the two-trailer family—one for a home and a smaller one for travelling.)

Trailer manufacturers have one big advantage over home builders: labor costs are lower. Their key tradesman is the carpenter who often is non-union because most trailer factories are outside the big metropolitan areas. The plumbing and electrical components are factory fabricated, can be put in place by any competent carpenter.

So the typical trailer is a \$5,500 job with 450 sq. ft. (10'x45'), and is fully equipped with all appliances and furniture. Except in the South, it's pretty hard to sell such a complete house for \$12.22 per sq. ft.

Prices for trailers range from \$2,500 to \$12,000. Sizes range from 8'x15' to 10'x51'. (The 10' wide trailer is still banned from highways in Ohio, Iowa and Arkansas.)

Who buys them? Manufacturers claim construction workers who move from one job to another are their biggest market. Others: servicemen and retirees.

Buyers must pay down 25 to 33 1/3% with five years to pay the balance at the prevailing short term loan interest rate. (Some 7-year financing is also being done now.) Most of the lenders are acceptance corporations, subsidiaries of the manufacturers. Banks, once opposed to trailer financing, are also taking on a steadily increasing volume.

CLOSE-UP:

Mobility, hustle and Tom Lively again make Centex biggest builder

"Being big sure don't scare us none."

The speaker with the fast Texas drawl is Tom Lively, young (38) president of Centex Construction Co. of Dallas, biggest home builder of 1957*. In a year when cutbacks were far more common in the industry than increases, Centex started 4,627 units (though 2,000 of them in a Capehart military housing tract will never be completed—see p. 67).

Centex has been among the nation's biggest builders since it was formed in 1950, it headed HOUSE & HOME's Big 10 for 1955. It is the first and probably still the only truly national home building company today—barring prefabbers. It is building sales houses in Chicago, Dallas and Honolulu; military housing in Indiana and Arkansas; planning a high-rise apartment in Tulsa. During the last seven years it has also built in other cities in Illinois, Florida, California and Texas. Its total production: about 17,500 units valued at \$240 million.

One deal in twenty

And there will be much more. Centex considers new areas every day, now has two specific new markets where it hopes to start sales housing operations within a year.



H&H staff

BIGGEST BUILDER LIVELY
100,000 miles a year

Explains Lively: "There are only so many likely spots for big developments (i.e. no fewer than 400 houses). As people have come to know us they call in telling us about situations that for one reason or another the local builders don't want. They know we'll move out of town if the situation is right. We probably look at 20 deals before we seriously consider one and we might take one out of every 20 we consider seriously."

It is no accident that Centex is a national building operation. That was the intent of the three men who pooled their talents to start it in 1950: Lively, Developer Ira Rupley, now 77, and the late Dallas businessman, Fletcher Lippett. The trio was joined in 1955 by two sons of Oilman Clint Murchison, who bought a substantial interest in the company, but take no active role in its management.

* Some other giant 1957 builders: Mackle Co. of Miami, 2,300 starts; John Long of Phoenix, 1,787; Los Angeles: Diller-Kalsman, 1,500; Teitz Construction Co., 1,250; Ross Cortese, 1,200; Don Wilson Builders, 1,079; Bollenbacher & Kelton, 1,006; Al Branden of Hayward, Calif., 1,075; and John Hall of Phoenix, 1,000.

But the Centex story is really the story of Tom Lively—an Horatio Alger success tale that started in 1937 when 17-year-old Lively left the farm town of Van Alstyne, Tex., north of Dallas, with nothing but a high school diploma. (He was born in White-wright, Tex. where his father was a drygoods merchant.) Young and eager, Lively worked in department stores, as a soda jerk, mail boy for Postal Telegraph and as a circulation man for the late Dallas *Dispatch*. When he was fired from the *Dispatch* he lived several weeks on Baby Ruth candy bars which the newspaper had bought as prizes for newsboys. Finally, he became a traveling manufacturer representative for ladies' sportswear, worked between trips in real estate.

Built one at a time

When World War 2 ended, Lively, then 25 years old, started building houses, one at a time, in the \$20,000 to \$25,000 price range. "One thing led to another," he recalls, "and I started building two at a time, even did small projects." The largest: 26 homes.

He and Rupley, a veteran of Dallas real estate, formed a partnership in the late 40's, built one tract of 500 homes in Dallas before they joined with Lippett, who had been a partner with Hotel Tycoon Leo Corrigan in several deals, to form Centex. Rupley had the technical savvy, Lippett had the access to finance and Lively had the drive and imagination to make the just emerging concept of a mobile builder work.

Centex started big. Their first project was a 500-home development in Dallas. Next year, they went out of town for the first time, with 612 rental units for Randolph Field, San Antonio. Next they went to San Diego—booming with the Korean War—and built 896 units in ten months. Then Waukegan, Ill., then Los Angeles, San Jose, more big tracts in Dallas and finally the biggest of them all: Elk Grove outside Chicago, where Centex has 1,500 acres (H&H, May '57) and Honolulu, 12,000 acres (but much of it mountainous.)

And Centex is still bidding Capehart projects. It has won four contracts, seldom places lower than fourth among an average of 15 bidders.

Peripatetic manager

Lively credits his organization of 75 permanent employees—10 of them key men—for Centex' quick success. But the men give the credit to Lively; a little man (5'6"), bustling and earnest, but not high pressure. His business maxim: "Find a good deal before anybody else does."

Lively runs Centex from Dallas where overall planning is done; and from where orders are sent out to the scattered project managers and Centex' own salaried sales force. But Lively also travels about half the time, as much as 100,000 mi. a year (all by commercial airline) visiting each project. Occasionally he takes his wife with him.

Business and travelling take so much time Lively claims he has no hobbies other than relaxing around his swimming pool with his wife, Ruth, and two sons, ages 11 and 14. (He has a 6,000 sq. ft. home in Dallas, bought from another builder.) He also likes

continued on p. 49

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- Now, the 1958 GLAMOUR Sliding Glass Doors can be converted from double glaze to single glaze without extra cost!
- One unit now does the work of two!
- Available K.D. in multiples of 3 ft. (6', 9', 12', etc.); 4 ft. (8', 12', 16', etc.); 5 ft. (10', 15', 20', etc.); or 6 ft. (12', 18', 24', etc.).
- COMPLETELY ANODIZED—6063-T5 Satin Finish, thick aluminum—heat-treated, rust-proof.

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continued from p. 45

to fish; took his chief aides and their wives on a deep sea fishing junket in the Bahamas in February, often takes his two sons lake fishing near Dallas.

Centex does not specialize in any one kind of house. Nor will its homes win many prizes for design. "We build any type that will sell," says Lively. Centex has built homes ranging from \$5,500 to \$20,000. "When we go into a new market we try to set the price first that will be most attractive, just a little under the current market in the area. Then we try to give them more home. That way we will have a double attraction, both house and money."

Tailoring a tract to local taste is a must, one very practical reason why Centex uses many local men—attorneys, engineers, other professionals as well as construction crews—when it moves into a new market. Says Lively: "Some areas want complete kitchens (with all the built-ins). Some want them without. In Dallas, it's not a big selling point. In Los Angeles, you wouldn't think of building a house without a complete kitchen."

Centex has laid eggs like many another builder. One Lively would like to forget is his venture in Orange County, Calif. where Centex (and many others) built more houses than the market could absorb, got caught with big inventories in 1955. Centex still has land in Orange County, but does not build there.

Safety in diversification

But if Centex slips in one city, it more than makes it up in others—like Elk Grove. Sales are well ahead of starts now but the production line is just about to move into high speed. Expected 1958 production: 1,000 or more houses compared to 600 in 1957. There is land for 6,000 houses.

Centex also gave a noteworthy lesson in builder-public relations in Chicago. Since the village of Elk Grove had already borrowed up to its limit for new schools, Lively built a \$175,000 eight-room school before he completed the first house, named it the Ira L. Rupley school and gave it to the town. (Rupley is retiring this year as executive vice president of Centex.)

The presence of the school on the site has helped sales, he knows. It has also cemented good relations with village officials.

Centex holds commercial property near most of the tracts it has developed but it avoids the utility business when possible. (It owns the water system for Elk Grove but hopes within a few years to shed it.) Lively has started a successful industrial development in Elk Grove, has plans also for a regional shopping center there in two years.

Bigger and bigger and bigger

What's ahead for Centex? Lively has no specific aim for "x" number of houses, plans only to expand as opportunity presents itself. He does consider the high rise apartment plan for Tulsa (120 units to rent for \$400 per month and up) as one of the firm's more significant projects.

Lively recognizes no limit on his company's potential size as long as he can match or better his competition in any given market.

Bigness has its drawbacks, he concedes. It magnifies problems; it makes everyone expect more of the company. But these are minor considerations when compared to the advantages: mass purchasing power, the on-site economies of big volume construction (Centex fabricates all house parts in an on-site mill, does no cutting at the house sites, only assembling), ability to hire better personnel, attracted by the security of a continuing and growing operation—and Centex is certainly that.

HOUSING POLICY:

What Congress is likely to do this year

All the talk about using housing as an anti-recession pump primer is just that—talk.

1. Home building has too long (six months to a year) a lead time from a change in legislation to actual ground breaking which creates jobs.

2. Congress is unlikely to pass any housing law before July. By December, the recession will either be ending or too serious for housing to reverse. It usually takes Congress until summer to grind out the annual Housing Act. And this year, say Capitol Hill insiders, the House is likely to move slower—not faster—than usual on it. Rep. Albert M. Rains (D, Ala.), chairman of the housing subcommittee which must consider any housing legislation, does not plan even to begin hearings until April or May. Among other things, Rains is still smarting over how Congress and industry groups all switched to a substitute bill last year after he had spent weeks drafting comprehensive legislation.

Relocation housing is the big new issue. You'll be hearing a lot of oratory about it—much of it bunk.

The cry is that urban renewal is going to displace thousands of families in the next few years*—most of them low- and middle-income families—and so Congress needs to provide big new federally-financed programs to build them cheap new quarters.

A series of hearings by both Senate and House housing sub-committees has already provided a solid build-up for such measures, winning support on both sides of the political aisle.

But the idea ignores two fundamentals:

1. Existing units must house about 98% of people who move in any given year because 1 million new dwellings constitute only 2% of the nation's existing housing inventory of 55 million units. Even if new housing zooms to 1.5 million units a year, it would only add 2.7% to the US stock of dwellings.

2. Displacees, most experts agree, will include a bigger-than-average share of slum dwellers (i.e. low-income and minority families). Even if they could afford new housing (which many can't) where would cities let it be built? Public housing site selection troubles (see p. 66) have already demonstrated that many cities are reluctant even to make land available for expensive housing projects because of racial antagonisms.

In his two hour address to the Senate Jan. 31, Sen. John J. Sparkman (D, Ala.), chairman of the housing subcommittee, skated past this pitfall hastily. "To some extent," he conceded, "displaced families can become the beneficiaries of the trickle-down method." But he added: "The whole job of relocation will never be done adequately through existing structures. . . . I am heartened by reports that the controversial nature of public housing is diminishing in the face of growing relocation needs."

Sparkman's speech was the opening gun in what Democratic leaders planned as a series of political shots at the administration over the recession. Even so, it rates serious attention as an authoritative statement of Democratic position on housing issues. Said Senate Majority Leader Lyndon

Johnson (D, Tex.): "I believe it will set guidelines the Senate can follow in housing."

Sparkman also: 1) demanded that housing be stepped up to 1.5 million units a year; 2) derided Eisenhower's proposal to extend urban renewal six years with declining federal land write down subsidies on the ground that the amounts involved are too low and that cities can't afford to pay more; 3) complained that making local authorities pay for renewal planning would discourage many cities from doing any slum clearance; 4) half-accepted Eisenhower's proposal for federal loans to aid land assembly for nonresidential renewal as worth "study"; 5) contended \$60 million more for FNMA special assistance mortgages isn't enough and that killing the law forcing FNMA to buy them at par will "materially" cut the amount of relocation housing (and other special assistance programs) and make it cost more; 6) urged broadening of FHA Sec. 221 along the lines of the 1957 Sparkman middle-income housing amendment (pigeonholed in the House) which makes almost anyone who can show he cannot afford an FHA 203 house eligible for special aid; 7) urged extension of VA loans for World War 2 vets; 8) urged Congress to "hold the line" on interest rates; 9) scoffed at raising FHA's mortgage insurance ceiling to \$30,000; 10) demanded HHFA's college housing loan program be left intact.

LIFE—Ed Clark



SPARKMAN

Most of what the housing industry is likely to get in new legislation it doesn't need. Most of what it really needs it isn't likely to get.

Homebuilding *doesn't need* more Fanny May special assistance programs, particularly Sparkman's revamp of Sec. 221 to produce a middle income housing program. It doesn't need more public housing, not even the extension of the time limit on existing authorization that Eisenhower would throw public housers as a sop. But the Congressional majority leans toward all these things.

Homebuilding *does need* an end to discount controls and politically frozen interest rates to give it a better chance to compete for the nation's savings. It does need improvements in rental housing, such as tax conduit treatment for real estate trusts. It does need a boost in FHA's mortgage ceiling from \$20,000 to \$30,000 to make easier terms available for better homes (the big hurdle to upgrading US housing standards is the bottleneck at the top of the market). It does need an FHA that runs efficiently, which means Congress will have to let FHA spend enough of its own income to staff its offices with more and better men at higher pay. But Congress is cool toward all these real reforms. Instead, in its bid to use the recession for political gain, Congress seems bent on tilting housing laws further toward welfare-state ideas.

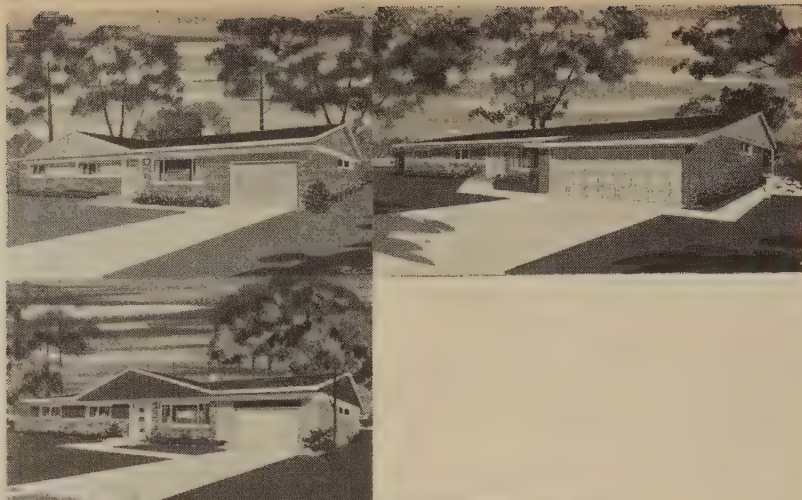
Other legislative developments:

• A bill to bail out FHA home owners who face foreclosure has been introduced by Rains. If by any wild chance it becomes law, FHA—conceived as an insurance agency—will be in the welfare business. The measure would let FHA, at its own discretion, acquire an FHA loan in default by issuing debentures to the lender for the unpaid amount of the loan. But FHA would not take title to the property. So the scheme could put a big new drain on FHA reserves. FHA didn't ask for such a plan. Neither did lenders, although they might welcome it.

• Removal of interest controls from VA loans is proposed in a bill introduced by Rep. William H. Ayres (R, Ohio), ranking minority member of the House veterans committee. It has scant chance.

(For a detailed chart of major housing proposals before Congress, how industry groups view them, and their chances of becoming law, turn the page.)

*Nobody has a good figure on how many displacees, but Reginald Johnson of the National Urban League contends the total may be as high as 1 million families in ten years, half of them Negro.



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Major housing issues before Congress . . . and what their prospects are

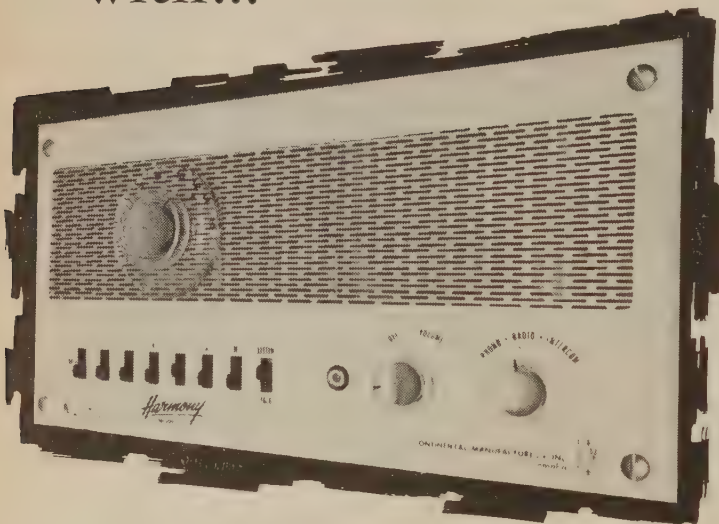
ITEM	ADMINISTRATION	CONGRESS	INDUSTRY	CHANCES
Discount control	Wants it ended.	Wants to keep it.	All factions agree controls are a pain, should be killed.	Controls will stay.
\$30,000 FHA mortgage ceiling	Ike proposes it.	Sparkman cool, insists he "fails to see significance."	NAHB backs idea. Other associations so far silent.	Poor.
FHA Sec. 221 (relocation housing)	Urges boost in mortgage ceiling for single-family homes in high cost areas from \$10,000 to \$12,000.	Sparkman wants to convert it to a major, Treasury-financed middle income housing program for more and more favored groups; questions higher mortgage limit.	Supports higher mortgage limit; will fight middle-income housing schemes.	Higher mortgage limit has good chance; Sparkman plan has less.
Higher interest on FHA rental, co-op and military housing	Ike proposes it—to free programs from dependence on US loans	Opposes flexible interest rates; doesn't care if low interest rates are inflationary.	Generally supports—or takes neutral stand—on free interest rates.	Slim chance for boost in any frozen interest rates.
Five year authorization for FHA	Ike proposes it.	Very cool, because this might mean 'running public housing naked.'	Supports longer authorization.	Same old one year authorization.
Fanny May	Shouldn't be forced to pay par for 'special assistance' loans. Wants only \$60 million more for such purposes.	Sparkman urges big boost for special assistance (i.e. Treasury-financed) loans. Opposes letting FNMA gear its prices to the market.	Divided.	Big fight in prospect. Outcome uncertain.
Housing for the aged	FHA's makeshift program under Sec. 207 should be replaced with a new section.	Loves housing for the aged, but may quibble over the details.	Not very interested.	A sacrosanct area. Congress will vote some kind of bigger program, if proposed.
90% conventional loans under S&L aegis	Has taken no position, but HHFA toys with rival plan (below).	Sparkman and Rains have both introduced bills to set up Home Loan Guarantee Corp. under HLBB. Sparkman seems lukewarm; Rains is real supporter—and he does <i>not</i> insist on controlling interest rates.	Sharply divided. MBA trying to amend S&L plan. Other lenders may oppose it.	Real fight looms, but S&Ls have fair chance to win.
FHA co-insurance for top 25% of otherwise conventional loans	Up to mid-February, silent on plan broached by HHFA.	Suspicious of plan unless it has interest rate controls and property standards.	US S&L League fighting it. NAHB and NAREB lukewarm for both ideas "in principle." Other lenders cool but like it better than S&L plan.	Hard to predict yet. Both plans might pass, but amendments may cripple them (e.g. interest controls).
VA loans for World War 2 vets	Silence indicates White House would let them expire in July.	Leaders inclined to extend it, but apparently with crippling 4½% interest rate.	NAHB wants extension with high enough interest to make it work. Other groups are silent, but do not oppose extension.	Good chance for extension. No chance for higher interest rates.
VA direct loans	Ike vetoed bill last year.	Sparkman, Rains, Teague and GOP members of House veterans committee are in favor. Big surprise is new support from Sen. Payne (R, Me.).	Builders and prefabbers neutral. All lenders opposed.	Ike likely to veto again, unless trapped by omnibus bill—or recession.
Urban Renewal	Starting in 1960, localities should pay more than ⅓ of land writedown.	Sparkman opposes it, as do highly vocal mayors, most Democrats, and some GOP legislators.	Uncommitted, except for NAHRO and public housers who agree with mayors.	Congress will not vote this one.
	Local communities should share planning costs from the start.	Sparkman argues this would prevent some cities from undertaking renewal.	Uncommitted and largely indifferent.	Doubtful.
	Put UR on six-year basis with \$250 million for capital grants for three years, then \$200 million (with federal aid cut to 50%) for '62, '63 and '64.	Agrees with long-range principle, argues UR should have more money.	Uncommitted, again except NAHRO and public housers. Latter see chance to save program.	Long range authorization likely to pass, probably with more money than Ike asks.
	Federal guarantees for local bonds to finance non-residential renewal without federal grants.	Hasn't registered yet.	Generally uncommitted.	Good, if it doesn't get lost in the shuffle.
College housing	Interest rate formula should be revised so Treasury isn't compelled to lend at less than borrowing costs.	Married to artificially low interest rates, much pressured by colleges to keep status quo.	Sitting on its hands, except mortgage bankers who agree with administration.	Apparently none.
Public housing	Extend existing, unused authorization for another year—some 20,000 uncommitted units. No new authorization.	Sparkman and most Democratic senators want it "revised and strengthened." House more lukewarm, with many strong opponents.	Except for NAREB, has muted its once loud opposition. Still opposes program in principle, despite public housing efforts to woo it via one-family house schemes.	Racial friction will continue to stall site selection no matter what Congress does.
Rental housing	Ike vetoed bill last year to give realty trusts same tax conduit status as trusts holding stocks and bonds.	Bill reported out by House ways & means committee won't be very useful, but backers hope Senate will amend it.	NAHB, NAREB and MBA support conduit idea; others uncommitted but sympathetic.	Doubtful to fair. If Congress adopts it, Ike may not veto.

NEWS continued on p. 52

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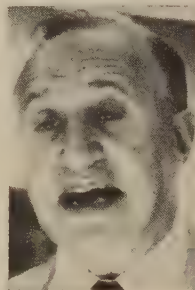
1612 California Street - Omaha, Nebr.

Charlie Abrams suggests a new blueprint to make FHA a tool for welfare housing

Irrepressible Charlie Abrams has dipped his pen in gall again. The chairman of New York State's Commission Against Discrimination has poured forth a 15-page diatribe* against the status quo in: housing, mortgage finance, urban renewal, city and regional planning, public housing, rental housing, segregation—and the underlying philosophy behind almost all of them.

He would divorce FHA from its private enterprise orientation which has lifted US housing standards for 24 years. Instead, Abrams would convert FHA into a club to force builders to put up cheap new units for people so poor the government would "lend" some of them the

H&H staff



ABRAMS

mortgage money free. While transforming FHA into a welfare agency, Abrams would free public housing from its welfare stigma by abolishing income limits, divorcing it from slum clearance. He would pump up special programs for special segments of the population.

If anybody but Lawyer Abrams had proposed them, many of his remedies for housing could be dismissed as bad dreams. But Abrams—half gadfly and half philosopher—is one of the well-springs of new ideas which public housers pick up and rebroadcast tirelessly across the nation. Some Abrams' dreams have a way of turning, after some years and some changes, into fact.

Amid lashing about like an angry porcupine, Abrams also makes suggestions that deserve to find favor with industry. He complains that HHFA and FHA have sadly neglected planning: "There is not a single state planning law that is workable; most are eloquent in preamble and silent in specification. FHA and HHFA could be potent forces if they made aid conditional upon meaningful local plans. But they don't." Urban renewal "was once part of the housing movement," he laments. Now, it is "the bread and butter of the planners" and, "unfortunately has so far followed the public housing formula and confined itself within urban boundaries." Needed, counsels Abrams are state land renewal agencies to grab vacant land outside cities to preserve it for tomorrow's parks, schools and other public uses.

Details of Abrams' more controversial suggestions:

Congress should appropriate \$2 billion for HHFA "direct, 45-year loans to low income families at interest rates ranging from zero to the market rate, depending on family income."

The houses would be built both by private builders and public housing authorities. But here's the hook: private builders who build any houses under FHA would be required to include a specified number of federally financed, low-interest dwellings in each development. When these subsidized families grow rich enough to pay "the market interest rate," the government would "sell the mortgage on the private market, thereby effecting a mortgage desocialization." Builders would be forced by the government to mix low-cost with high-cost houses "to make a balanced development." Local banks would be asked to service the 45-year loans "for a small premium." Otherwise local housing authorities would do the collecting.

Congress should create a new government-backed second mortgage market.

This would help get FHA and VA out of the first mortgage market if the federal second mortgage fund made loans cheap enough (i.e. at close to the government's own cost of borrowing). "For example, a \$10,000 house with an uninsured \$6,000 first mortgage at 5% would have a second mortgage of \$3,000 at 3%. This would be equivalent to a 90% first mortgage at just under 4½%. Such a formula would reduce carrying charges, including premium costs, widen the market for houses, release the federal government from a mortgage activity that has been and should be strictly private and cut down the federal involvement in guarantees."†

Prophesies Abrams: "The FHA's and VA's current role of insurer would ultimately be limited to areas or projects for which first mortgage money was not available at reasonable rates."

Why second mortgages? writes Abrams: "It is argued that second mortgages are unsound financing. But second mortgages are unsound only when they involve extortionist bonuses, not because they are second mortgages. VA mortgages are second mortgages and FHA insures modernization loans on houses subject to first mortgages."

continued on p. 52b

*In "U.S. Housing: A New Program," published by The Tamiment Institute, 7 E. 15th St., New York 3, 15¢. (The Institute helps subsidize *The New Leader*, which distributed Abrams' pamphlet as a special supplement.)

†This proposal is like Canada's old joint lending plan, abandoned in 1954. The government loaned 25% of a mortgage at 3¾% and a private lender the balance at 5¾%. Cost to borrower: 5¼%.

Why a builder insists on SPIB Southern Pine
for his own home

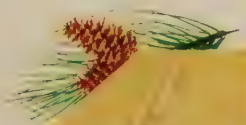
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ABRAMS: how to revamp public housing*continued from p. 52*

FHA rental housing should be given a shot in the arm by paying rental subsidies directly to tenants.

Families would get a municipal subsidy equal to the property tax on the house or apartment plus a cash federal subsidy. Says Abrams: "If the market rent for a new apartment were \$30 a room, the city would issue a tax warrant to the families for, say, \$7 a room (representing the property tax per room), which the family would turn over to the landlord as part payment he could use it to pay taxes).

Major differences between this scheme and current welfare subsidies to pay rent for indigent families appear to be: 1) Abrams would force the federal government instead of local welfare funds to foot most of the bill—despite the axiom that it always costs more and wastes more to give away money via Washington than via city hall, and 2) "the subsidy should not be payable on old buildings because the primary aim would be to encourage more and better new houses."

Three major changes should be made in today's federal public housing program:

1—Uncertainties of tenure must be eliminated. "When a family improves its income, it should not be forced to pull the children out of schools, give up neighborhood associations and move back to the slums. The tenant who earns more money should pay a higher rent and cease to be subsidized. Every tenant should not be looked upon as a project for a non-subsidized apartment, not a permanent charity case whose ascent from poverty would be a violation of the bond . . . The misassumption of public housing has been that there will always be a stratified class in the United States and that stratified projects must be their permanent habitat."

2—Public housing should be divorced from slum clearance. As Abrams well knows (but fails to note) early day public housers linked public housing with slum clearance to enhance its political popularity. Obviously, the staggering cost of public housing would fall if it were not still pushed by the momentum of its old pretensions into expensive slum sites. Abrams makes only this brief case: "The need is for vacant land operations and for the better use of under-developed land near the centers of population."

3—Public housing should be sold to its tenants as cooperatives as fast as their incomes permit. Coop mortgages should be written on individual apartments. "When a certain percentage—say 80%—of the building becomes cooperative, tenants who have not bought their apartments should be rehoused in another project." State or county authorities should buy land outside cities to modify today's socialization, institutionalization and homogeneity [i.e. heavily Negro occupancy] which are debasing the public housing program in the estimation of the public and the tenants."

"Unless the minority question is resolved, public housing and urban renewal will be blocked and neighborhood stability will continue to be threatened.

"In public projects, the proportion of Negro tenants has risen sharply due to 1) the low and rigid income limitations which qualify more Negroes than whites, 2) the mass displacement of Negroes by urban renewal, public works and other projects, 3) the continued migration of Negroes to the cities and 4) the failure of the private market to supply housing.**

"Concentrated minority occupancy has increased resistance to site acquisition for public housing, discouraged applications by whites and created ghetto neighborhoods and their concomitant, segregated schools. . . . If integration of neighborhoods, schools and public undertakings is to be attained, 'with deliberate speed,' there must be attention to the evolving occupancy pattern. . . . The time is not distant when the courts and community leaders must further define 'integration' with 'deliberate speed' and to work out means for effecting it."

SOLUTIONS:

- Restrict slum clearance and urban renewal in concentrated Negro districts to cut the backlog of displaced Negro families who turn to public housing.
- Not just housing agencies, but every federal agency concerned with minorities should hire race relation experts because administrative "leadership, research and demonstration could yield spectacular gains."
- Direct federal loans should be given to minority families because "financing of minority housing continues to be a main barrier."
- "An increase in Negro income is indispensable."

NEWS continued on p. 58

**Two major, but seldom mentioned reasons why only a little good new housing (but much good old housing) is now built for minority occupancy: 1) almost all suburban communities fight builders over sites for such projects and 2) mortgage delinquency among Negroes, available evidence shows, is still worse than the delinquency among white families.



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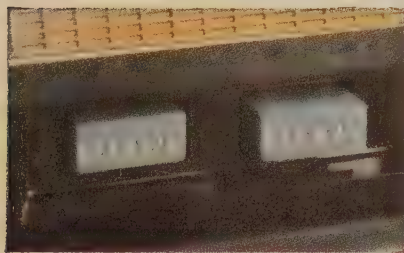


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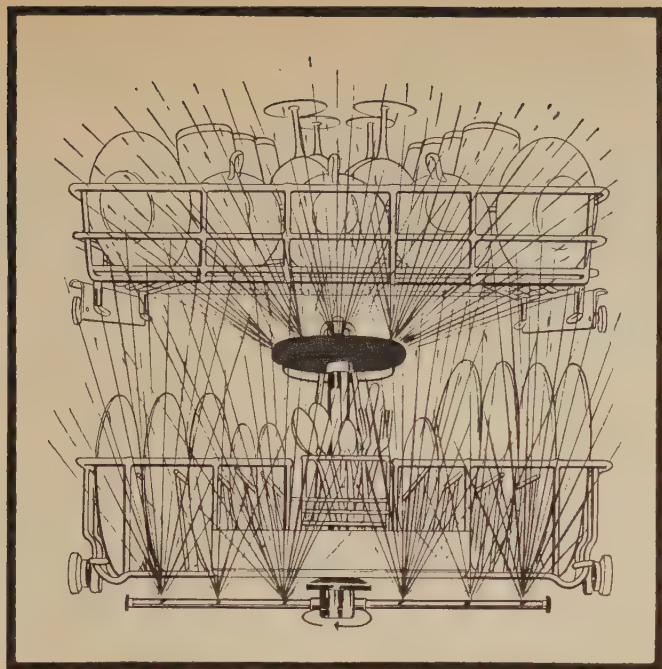
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MORTGAGE MARKET:

Supply of new mortgages dwindles; Fanny May girds for heavy selling

A money shortage that lasted two years has become a mortgage shortage in just two months.

Lenders who three months ago were turning up their noses at 88 for VAs and 95 for FHA 5¼s are now running to Fanny May where some have already paid 95 for VA 4½s and 98½ for FHA 5¼s.

The run on Fanny May is expected to grow steadily.

After selling nothing in January, Fanny May closed \$1 million in sales in the second week of February, executed sales agreements on \$19½ million more,

HOUSE & HOME's exclusive monthly mortgage roundup

gave options on \$100 million more. Officials consider this just the barest beginning. The entire \$1.6 billion secondary market portfolio has been catalogued on IBM cards to let Fanny May put to-

gether blocs and quote prices quickly. Regional lists of available mortgages will be prepared for the asking.

President J. Stanley Baughman says Fanny May will sell "at market," will not insist on a ½ point profit over purchase price though nothing will be sold at a loss. Sales will be on a first come, first served basis, though servicing agents have first chance to sell or buy mortgages they service. This has already prompted many to take options on loans they service in the hope of re-selling them on the open market and retaining servicing.

Prices on nearly all FHA and VA mortgages improved from ½ to 2 points in what mortgage men agree is the biggest 30-day rise they can recall.

Frantic bidding by savings banks, which has forced insurance companies to keep pace, brought higher prices on FHA 5¼s and VA 4½s in 12 of the 15 cities surveyed by HOUSE & HOME last month. Only Boston and New York, which have par markets, and Cleveland, report no price increases.

Fanny May took official notice of the rising market, increased its effective price on 4½% loans by 1½ points: 1% in the price and ½% by cutting its purchase and marketing fee from 1 to ½%. New price spread: 91-93 (see p. 59).

Now, the price spread between New York-Boston and the rest of the US has shrunk significantly. The market on FHA 5¼s in New York is only ½ point better than Philadelphia and Newark, when 2 points was common last year. The New York market is only 3 points better on the average FHA 5¼ loan than Los Angeles and San Francisco, where 5 points was typical in 1957.

Mortgage men are not quite sure where the market will go from here but most guess the easing will continue and prices will improve ½ to 1 point.

But prices will improve slower, they expect, as savings banks slow down their buying. Explains Robert E. Morgan, executive vice president of The Colwell Co. in Los Angeles: "There is a limit on how far they can go up in price without going back to their trustees for a new policy decision. I think that limit has now been reached." Another Morgan thought: further price increases would entice more mortgages out of portfolios, which would slow the trend.

Observes Maury O'Hearn, vice president of Bankers Mortgage Co. of San Francisco: "Savings banks will have to stop bidding the price up when they get out of reach of their yield needs. Paying 3¼% to depositors, they need a yield of at least 5% (after servicing). So they can't go much above 92 on 4½s."

Conventional interest rates in all cities HOUSE & HOME surveys have slipped even with or below the level of FHA's rate-plus-insurance (5¾%)!

The spread dropped from 5½%-6% to 5½%-5¾%—with most emphasis on 5½% in five cities: Philadelphia, Houston, Jacksonville, Cleveland and Newark. A ¼% drop to 5¼-5½% was reported in Detroit.

Thus top-grade conventional loans (taking the bottom of the spread) are now cheaper than FHA loans in Atlanta, Boston, Chicago, Cleveland, Denver, Detroit, Houston, Newark, New York, Philadelphia, St. Louis and Washington. Cities with a 5¾% minimum: Jacksonville, Oklahoma City and San Francisco.

The drop in conventional interest rates was also noted by William J. Hallahan, member of the Federal Home Loan Bank Board, who predicted some S&Ls will soon reduce dividends—particularly those paying as much as 4%.

MORTGAGE BRIEFS

FNMA stockholders unite

Fanny May common stockholders—numbering 3,847 at last count—are organizing an association "to protect and improve" their position.

The association is still in the formative stages but Martin J. Roess, president of North American Mortgage Co. in St. Petersburg and one of the founders of the group, says it will have an office in Washington within a few months.

Fanny May requires that firms selling it mortgages buy FNMA stock equal to 2% of the price—a device which theoretically will convert FNMA to private ownership someday. There were 317,174 shares of common stock outstanding in mid-February—all of it non-voting. (Only the preferred stockholder—the Treasury Dept.—can vote.)

Roess, who was counsel for FHA's rental housing division in FHA's early days, says lack of voting rights is one reason common stockholders should band together. A liaison between them and Fanny May is needed, he insists.

The group will be called the Natl. Assn. of FNMA Common Stockholders. Roess estimates \$25,000 to \$50,000 has already been collected from charter members, each pledging \$1,000, to put the association in business.

Membership costs \$100 initiation fee and annual dues of \$200. Full membership is confined to holders of 25 or more shares. Any stockholder—even if he has only one share—can be a non-voting sustaining member.

Roess, who is directing organizational efforts only until a president is elected and operating personnel hired, reports founders are also considering establishment of offices in the five cities where Fanny May has its regional offices.

Fanny May common stock, which has had a roller-coaster price record for two years, is on the rise again.

In mid-February, it reached 57 bid, 60½ asked. Last fall it hit its 1957 bottom of 48½-50½.

Last spring it briefly rose to \$65-67 before heavy selling sent it tumbling. Its two-year low was registered in October, 1956, when it sank to \$39-\$41. The stock has a book value of \$104 and is currently yielding 4%.

Security brokers?

An unexpected ruling by the Securities & Exchange Commission has given mortgage men a new legal worry.

SEC has just ruled that "public offering" of investment contracts for "acquisition, sale or servicing" of mortgages or deeds of trust "frequently" is subject to federal securities laws. In such cases, mortgage originators would have to register under the Securities Act of 1933, file statements with SEC.

The big question for most mortgage bankers is whether their relations with lenders constitute "public offerings." Mortgage-minded legal men hope not. Registration with SEC would enmesh deals in FHA and VA loans in so much new red tape it would seriously affect the national market for them.

But SEC's ruling says: "Persons engaged in the business of buying and selling mort-

continued on p. 60

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing. As reported to HOUSE & HOME the week ending Feb. 14)

FHA 5 $\frac{1}{4}$ s (Sec. 203) (b)

MARKET TRANSACTIONS

City	Conventional Interest Rates	FHA Discount Ceiling	FNMA Price xy	Minimum Down* 30-year		Minimum Down* 20-25-year		10% or more down 20-25-year	
				Immediate	Future	Immediate	Future	Immediate	Future
Atlanta	5 $\frac{1}{2}$ -6%	98	97	97-98	97-98	98	97-98	98	98
Boston local	5-5 $\frac{1}{2}$ %	99 $\frac{1}{2}$	98	par-101	par-101	par-101	par-101	par-101	par-101
Out-of-st.	—	97-99 $\frac{1}{2}$	—	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	a	a
Chicago	5-5 $\frac{1}{2}$ %	98	97	97bcf	97bcf	97-98c	97-98c	97-98c	97-98c
Cleveland	5 $\frac{1}{2}$ -5 $\frac{3}{4}$ %	98	97	97 $\frac{1}{2}$ -98	97	98	98	98	98
Denver	5 $\frac{1}{2}$ -6%	97	96 $\frac{1}{2}$	97-98	97-98	97-98	97-98	97-98	97-98
Detroit	5 $\frac{1}{4}$ -5 $\frac{1}{2}$ %	97 $\frac{1}{2}$	96 $\frac{1}{2}$	97c-97 $\frac{1}{2}$	h	97c-97 $\frac{1}{2}$	h	98-98 $\frac{1}{2}$	h
Houston	5 $\frac{1}{2}$ -5 $\frac{3}{4}$ %	97 $\frac{1}{2}$	97	96 $\frac{1}{2}$ c	96 $\frac{1}{2}$ c	97-97 $\frac{1}{2}$	97-97 $\frac{1}{2}$	98	98
Jacksonville	5 $\frac{3}{4}$ %	98	97	97c	97c	97c	97c	98	98
Los Angeles	5 $\frac{1}{2}$ -7%	97	96 $\frac{1}{2}$	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	97 $\frac{1}{2}$	97 $\frac{1}{2}$
Newark	5 $\frac{1}{2}$ -5 $\frac{3}{4}$ %	98 $\frac{1}{2}$	97 $\frac{1}{2}$	99	98 $\frac{1}{2}$	99	98 $\frac{1}{2}$	99 $\frac{1}{2}$	99
New York	5 $\frac{1}{2}$ %	99	98	par	par	par	par	par	par
Okla. City	5 $\frac{3}{4}$ -6%	97 $\frac{1}{2}$	96 $\frac{1}{2}$	96 $\frac{1}{2}$ -97b	96 $\frac{1}{2}$ -97b	97-97 $\frac{1}{2}$	97-97 $\frac{1}{2}$	98	98
Phila.	5 $\frac{1}{2}$ -5 $\frac{3}{4}$ %	98 $\frac{1}{2}$	97 $\frac{1}{2}$	99 $\frac{1}{2}$	99 $\frac{1}{2}$	99 $\frac{1}{2}$	99 $\frac{1}{2}$	par	par
San Fran.	5 $\frac{3}{4}$ -7.2%	97	96 $\frac{1}{2}$	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	96 $\frac{1}{2}$ -97	97 $\frac{1}{2}$ -98	a
St. Louis	5 $\frac{1}{2}$ -6%	97 $\frac{1}{2}$	97	96	96	96 $\frac{1}{2}$ -98 $\frac{1}{2}$ d	96 $\frac{1}{2}$ -98 $\frac{1}{2}$ d	97-98	97-99
Wash., D.C.	5 $\frac{1}{2}$ -5 $\frac{3}{4}$ %	—	97 $\frac{1}{2}$	98	98	98 $\frac{1}{2}$	98	98 $\frac{1}{2}$	98 $\frac{1}{2}$

* 3% down of first \$10,000; 15% of next \$6,000; 30% of balance.

VA 4 $\frac{1}{2}$ s (Immediates)

MARKET TRANSACTIONS

Not subject to discount control unless so noted

City	VA Discount Control Price	FNMA Price xy	30 year 2% down		20-25 year 5% down		20-25 year 10% down or more
			2% down	5% down	2% down	5% down	
Atlanta	95 $\frac{1}{2}$	90	a	a	a	a	a
Boston local	97	91	a	a	a	a	a
Out-of-state	—	—	90-91	90-91	90-91	90-91	90-91
Chicago	95 $\frac{1}{2}$	90	a	a	a	a	a
Cleveland	95 $\frac{1}{2}$	90	a	a	a	a	a
Denver	94 $\frac{1}{2}$	89 $\frac{1}{2}$	92 $\frac{1}{2}$ -93b	92 $\frac{1}{2}$ -93b	92 $\frac{1}{2}$ -93b	92 $\frac{1}{2}$ -93b	92 $\frac{1}{2}$ -93b
Detroit	95 $\frac{1}{2}$	89 $\frac{1}{2}$	90 $\frac{1}{2}$ -91 $\frac{1}{2}$	90 $\frac{1}{2}$ -91 $\frac{1}{2}$	90 $\frac{1}{2}$ -91 $\frac{1}{2}$	90 $\frac{1}{2}$ -91 $\frac{1}{2}$	90 $\frac{1}{2}$ -91 $\frac{1}{2}$
Houston	95	90	91	91	91	91	91
Jacksonville	95 $\frac{1}{2}$	90	91-92	91-92	91-92	91-92	91-92
Los Angeles	94 $\frac{1}{2}$	89 $\frac{1}{2}$	91-91 $\frac{1}{2}$	a	a	a	a
Newark	96 $\frac{1}{2}$	90 $\frac{1}{2}$	a	a	a	a	a
New York	97	91	b	b	b	b	b
Oklahoma City	95	89 $\frac{1}{2}$	a	90-91b	91-92b	91-92b	91-92b
Philadelphia	96 $\frac{1}{2}$	90 $\frac{1}{2}$	93b	93b	93b	93b	93b
San Francisco	94 $\frac{1}{2}$	89 $\frac{1}{2}$	91 $\frac{1}{2}$ -92	91 $\frac{1}{2}$ -92	a	a	a
St. Louis	95 $\frac{1}{2}$	90	90-91	90-91	90-91	90-91	90-91
Washington, D.C.	96	90 $\frac{1}{2}$	b	b	b	b	b

Footnotes: a—no activity. b—very limited market. c—includes 1 point advance commitment fee. d—97-98 more typical. f—includes 2 $\frac{1}{2}$ points for construction financing. h—originating mortgagee will take no advance commitments. x—FNMA pays $\frac{1}{2}$ point more for loans with 10% down or more. y—FNMA net price after $\frac{1}{2}$ point purchase and marketing fee, plus 2% stock purchase figured at sale for 50¢ on the \$1.

► Immediate covers loans for delivery up to 8 months.

► Quotations refer to prices in metropolitan areas; discounts not subject to price control may run slightly higher in surrounding small towns or rural zones.

► Quotations refer to new houses of typical average local quality with respect to design, location and construction.

SOURCES: Atlanta, Robert Tharpe, pres., Tharpe and Brooks Inc.; Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach Jr., vice pres., Draper & Kramer, Inc.; Cleveland, William T. Doyle, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Harold Finney, exec. vice pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, John D. Yates, vice pres., Stockton, Whatley, Davin & Co.; Los Angeles, Robert E. Morgan, exec. vice pres., The Colwell Co.; Newark, Arthur G. Pulis Jr., pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Oklahoma City, B. B. Bass, pres., American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, exec. vice pres., W. A. Clarke Mortgage Co.; St. Louis, W. C. Rainford, pres., Mercantile Mortgage Co.; San Francisco, M. V. O'Hearn, vice pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, exec. vice pres., Frederick W. Berens Inc.

FNMA PRICES —effective Feb. 13, 1953

For immediate purchase. Subject to $\frac{1}{4}$ point purchasing and marketing fee and 2% stock purchase. Mortgage ratios involve outstanding balance of loan to 1) purchase price (excluding closing costs) or 2) FHA or VA valuation—whichever is less. FHA prices cover Secs. 203b, 203i, 222 and 213 individual mortgages.

NOTE: If remaining term of an FHA Sec. 213 individual mortgage exceeds 30 years, the price shown is reduced by $\frac{1}{2}$ % for each 5-year period (or part thereof) above 30 years.

States	FHA 5 $\frac{1}{4}$ s		FHA 5s		FHA & VA 4 $\frac{1}{2}$ s	
	Loan to Value	Ratios:	90% or less	over 90%	90% or less	over 90%
Conn., Me., Mass., N.H., N.Y., R.I., Vt.	100	99 $\frac{1}{2}$	98	97 $\frac{1}{2}$	93	92 $\frac{1}{2}$
Del., D.C., Md., N.J., Penna.	99 $\frac{1}{2}$	99	97 $\frac{1}{2}$	97	92 $\frac{1}{2}$	92
Ala., Ark., Fla., Ga., Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Neb., N.C., N. Dak., Ohio, Ore., S.C., S. Dak., Tenn., Tex., Va., Wash., Wisc., Puerto Rico	99	98 $\frac{1}{2}$	97	96 $\frac{1}{2}$	92	91 $\frac{1}{2}$
Ariz., Calif., Colo., Ida., Kan., La., Mich., Mont., Nev., N.M., Okla., Utah, W. Va., Wyo., Hawaii, Virgin Is.	98 $\frac{1}{2}$	98	96 $\frac{1}{2}$	96	91 $\frac{1}{2}$	91

NEW YORK WHOLESALE MORTGAGE MARKET

Prices on the open wholesale market in New York City, for out-of-state loans, as reported the week ending Feb. 22, by Thomas P. Coogan, president, Housing Securities Inc.:

FHA 5 $\frac{1}{4}$ s

(minimum down, 25 or 30 years)

Immediates: 96 $\frac{1}{2}$ -98

Futures: 97-98

FHA 5s

(minimum down, 25 or 30 years)

Immediates: No activity Futures: No activity

VA and FHA 4 $\frac{1}{2}$ s

(minimum down, 25 or 30 years)

Immediates: 91 $\frac{1}{2}$ -92 Futures: 91 $\frac{1}{2}$ -92

Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by servicing agencies.

FNMA STOCK

	Month's		Month's	
	Feb. 13	Jan. 13	low	high
Bid	58 $\frac{1}{2}$	48 $\frac{1}{2}$	48 $\frac{1}{2}$	58 $\frac{1}{2}$
Asked	60 $\frac{1}{2}$	50	50	60 $\frac{1}{2}$

Quotations supplied by C. F. Childs & Co.

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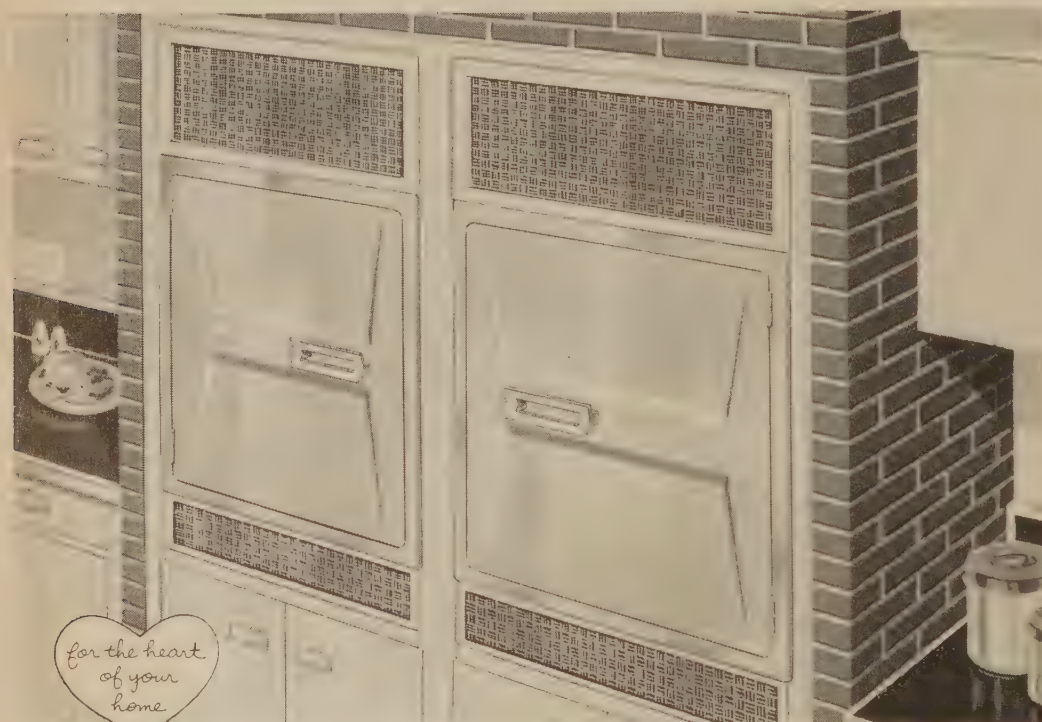
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continued from p. 59

gage or trust notes would ordinarily be brokers or dealers, or both, within the meaning of the Securities Exchange Act of 1934" and hence required to register with the federal government. SEC adds: "The wider the range of services offered and the more the investor must rely on the promoter or third party, the clearer it becomes that there is an investment contract."

Bond market levels off

A levelling in key long term government bond issues indicates that prices on mortgages can also be expected to stabilize soon.

The prime issue—the 2½% issue of 1967-'72—which has foreshadowed the trend of VA's so well in recent years (Feb. News) showed little change from mid-January to mid-February, hanging about 94.2.

Two months earlier it stood at 89.2. Thus its two-month gain accurately presaged the quick rise in VA's—1 to 2 points—from mid-January to mid-February.

Pension funds buy more FHA-VA mortgages just when it counts the least

Now that mortgage money is easy to get again, pension funds have decided to buy FHA and VA loans in substantial volume.

The development is a major breakthrough for mortgage men who have sweated nearly three years to sell the managers of this \$35 billion pool of investable capital on putting some of it into housing.

But it is tinged with irony: Mortgage bankers are tapping the new source of money when they least need it.

Investors Central Management Corp., the New York-based firm owned by 24 of the nation's top mortgage bankers, is signing contracts to deliver "substantial blocs" of government-backed mortgages to J. P. Morgan Co. and Bankers Trust Co. ICMC executives shy away from revealing the exact amount of their first orders from these two big managers of pension funds, but Vice President Arthur W. Viner defines substantial as "between \$1 million and \$5 million."

J. P. Morgan has also asked a western mortgage firm to deliver \$1 million worth of FHA and VA loans for pension funds it manages.

ICMC has now made three major sales to corporate pension funds. The first (May '57, News) involved a sale of a bloc of FHAs and VAs to New York's Guaranty Trust Co. for pension funds the bank manages as trustee. Guaranty, managing some 10% of the money in private pension funds, gets a lot of credit from ICMC executives for "breaking the ice" with other pension fund managers. The big stumbling block has been pension trustees' unfamiliarity with mortgages and their lack of organization equipped to supervise a loan portfolio.

ICMC does it for them. The pension funds own the mortgages, but ICMC performs the kind of supervisory work that a home office of a life insurance company would do. It charges ½% acquisition fee but this includes a third party appraisal of each property by American Appraisal Company and the cost of legal review of the papers by the Manhattan firm of Thatcher, Proffitt, Prizer, Crawley & Wood—if retained by the investor. Loan originators—ICMC's 24 mortgage banker owners—get the usual ½% servicing fee. ICMC rides herd on delinquencies, using an adaptation of Bowery Savings Bank's celebrated single debit system. It even offers, for a token fee, to arrange custody of the mortgage documents in a warehouse.

LABOR:

Building trades adopt anti-featherbed program but local effect looks doubtful

You may be getting 10 to 15% more for your labor dollar within the foreseeable future—if the AFL-CIO Building Trades Dept. lives up to its promises.

The department's 18 general union presidents have issued a history-making policy statement aimed at ending featherbedding and make-work practices. (See text below.) Ultimately it would mean greater productivity per worker and use of modern methods and materials (such as the long-banned paint sprayer).

The statement, adopted at the AFL-CIO winter meeting in Miami Beach, is nearly word for word a proposal submitted to the union bosses by the Natl. Constructors Assn., a close-knit and powerful group of 24 giant heavy construction firms. NCA made a three-year study of labor abuses, submitted the proof of its complaints to President Richard Gray of the Building Trades Dept. Gray who had been making his own productivity study, called most of the constructors' complaints justified. (This study also led to Gray's recent proposal for an industrywide labor-management committee to study ways to increase productivity [Jan., News].) He gave NCA's proposal his support when it was submitted by NCA Secretary-Treasurer John F. O'Connell, vice president of the Bechtel Corp. of San Francisco.

Will encourage local adherence

Though the 10-point policy statement focuses on NCA and the heavy construction work of its members, Gray says it will extend to every phase of construction—including home building. "We will encourage our local unions to include these principles in local contracts," he says.

But the local angle makes home builders and general contractors in AGC openly skeptical of the pact's effect.

Ransdell Inc.



GRAY



O'CONNELL

NCA negotiates a national contract with the national union representatives. Home builders and AGC negotiate only with local labor bosses. And the local attitude can be far different in matters of featherbedding and make-work practices from the policy of far-away national officers.

Says one builder: "As far as I can see, this statement leaves us right where we were before. It might be a helpful influence but I don't expect to see any direct result. You've got to remember that in the big metropolitan areas (where 80% or more of the nation's new homes are built) the local view is the prevalent view, no matter what the national

officers may say. And those boys are unlikely to change."

Said a dubious Frank Rooney of Miami, chairman of AGC's labor committee: "The 10 points are just fine. But we don't want any more lip service. We'll wait and see how it works on a local level."

Lever for negotiations?

A spokesman for NCA disagrees with such pessimistic judgments. He predicts that the 10-point policy statement will give any building employer a strong bargaining point. One reason: the building trades usually point at another union when employers bring up featherbedding, argue "If that union gets away with it, why shouldn't we?" The NCA spokesman believes that with the condemnation of featherbedding and make-work abuses by their own national officers, unions will be unable to wave the problem away in the future.

He concedes that no employer bargaining group will win immediate acceptance of all 10 points but he insists they have a really valuable tool to start whittling.

A well-publicized proposal

Significance of the 10-point plan will emerge when local returns are in. And this, builders and contractors agree, hinges solely on the answer to these questions: do building trades unions really want to eliminate the abuses as their general presidents have stated? Or is the 10-point statement a meaningless grab for good publicity at a time when exposure of labor's peccadillos has been earning it bad publicity?

The proposal drew widespread and favorable press comment. But several newspapers editorially cautioned the unions that they must still prove the worth of their statement. Said the *New York Times*: "Any practice that impedes increased productivity is, of course, a violation of the principle to which our high standards of living are due; the more we produce, and the less human effort it takes to do it, the better off we all can be. Organized labor serves its own interests best by not merely working for a fair share of the industrial earnings pie, but also by doing what it can to increase the size of the pie. This, in essence, is what the construction unions seem to be trying to do. We wish them success."

NLRB ends carpenters' boycott of non-union goods

Chicago union carpenters have reluctantly yielded to the Natl. Labor Relations Board and agreed to handle any product—whether union made or not.

The agreement has widespread importance. It means carpenters everywhere will have to stop boycotting non-union products or find themselves in trouble with NLRB.

The Chicago case was brought to the NLRB by the Andersen Corp. of Bayport, Minn., makers of Andersen Windows. The firm charged that carpenters refused to install its products in homes being built at Hinsdale, Ill. by Builder Donald G. Beyer, forcing Beyer to buy another product with a union label.

The NLRB issued a cease and desist order against the union, specifically stopped it from boycotting not only Andersen products but those "of any other producer, processor or manufacturer whose products do not bear the label of the United Brotherhood of Carpenters and Joiners of America."

Says Andersen's attorney: "The board's continued on p. 64

BUILDING LABOR'S NEW TEN COMMANDMENTS

Text of the AFL-CIO Building Trades Dept. policy statement on featherbedding and make-work practices:

In reviewing various conditions in the building and construction industry, this department finds that there is a need for a statement of policy regarding several matters that seem to disturb the basic principles of sound industry-wide relationships.

Accordingly, the Building and Construction Trade Dept. states as its policy the following declaration of principles and recommends strict adherence and cooperation by all segments of the building and construction trade industry:

1. The selection of craft foremen or craft general foremen, over workmen of their respective crafts, shall be entirely the responsibility of the employer.

2. The welding torch is a tool of the trade having jurisdiction over the work being welded. Craftsmen using the welding torch shall perform any of the work of their trade and shall work under the supervision of the craft foremen.

3. Workmen shall be at their regular place of work at the starting time and shall remain at their place of work until the regular quitting time.

4. There shall be no limit on produc-

tion of workmen nor restriction on the full use of proper tools or equipment and there shall not be any task or piece work.

5. Payment of excessive daily travel allowance or subsistence shall be discouraged.

6. Jurisdictional disputes shall be settled in accordance with the procedure established by the Building Trades Dept. of the AFL-CIO or in special cases as agreed and established by two or more International Unions, without interruption of work or delay to the job.

7. So-called area practices, not a part of collective bargaining agreements, should not be recognized nor should they be enforced.

8. Slowdowns, forcing of overtime, spread-work tactics, standby crews and featherbedding practices have been and are condemned.

9. Stewards shall be qualified workmen performing work of their craft. There shall be no non-working stewards.

10. There shall be no strikes, work stoppages, or lockouts during the processing of any grievances or disputes in accordance with the manner prescribed in the local or national agreement.

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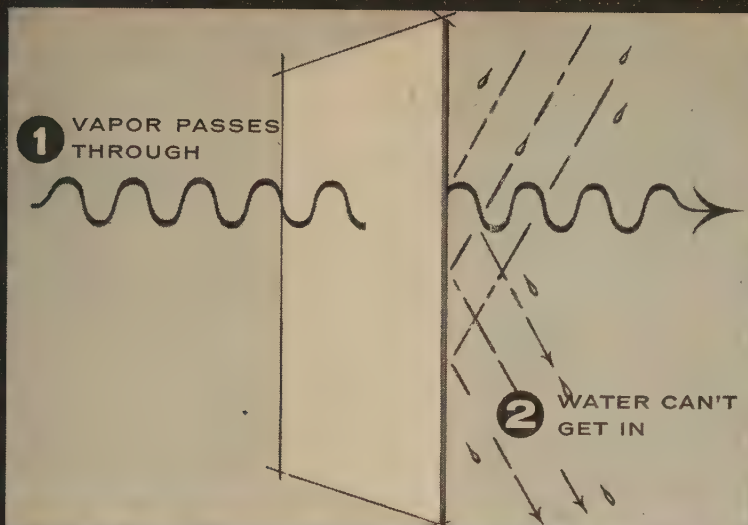
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**"I tried 6 other sheathing materials...
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Jack Dietrich, president of Homestead Construction Corp., Highland, Indiana, has recently completed a 680-home project using Bildrite Sheathing and Insulite Shingle-Backer exclusively. "When we started, I tried seven different brands of sheathing," says Dietrich, "but never found anything to match Bildrite for strength, easy cutting, or nail holding ability. Why should I gamble, when I can get Bildrite?"



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prohibition should do much to correct conditions in other parts of the country where local carpenters, district councils and local unions have applied local boycotts."

Secondary boycott easing asked for building trades

President Eisenhower has again asked that the Taft-Hartley Act ban against secondary boycotts be eased for the building trades.

In his labor message to Congress—which otherwise recommended tighter restrictions against the secondary boycott—the President proposed that building unions be allowed to picket a building site though their grievance is against only one subcontractor.

Thus if a home builder has one non-union sub on his job, the local building trades council could picket the whole job, keep all union tradesmen from work in an effort to force the one subcontractor to hire union men.

The AFL-CIO Building Trades Dept backs Eisenhower on this. It would strengthen their organizing power. For the same reason, home builders and contractors are bitterly opposed.

One hopeful note for builders: the President proposed this same change in both 1954 and 1956. It came out of committee once.

Wage freeze gets cold reception in Milwaukee

A proposal by Milwaukee contractors that building trades forego wage increases has been flatly rejected.

President Paul E. Grunau of the Allied Construction Employers Assn.—bargaining agent for home builders as well as contractors—wrote 18 local unions that a public statement by the trades agreeing to hold the line in wages would encourage many persons to proceed with postponed building plans, offer labor "more work, longer hours, fewer layoffs."

"No justification for a freeze," cried a union leader as he parroted the official 1958 Big Labor line: "If their costs are too high they ought to cut their percentage of profit."

WAGE PACTS:

Oregon: Laborers signed a one-year contract for a 20¢ an hour increase to \$2.55. Electricians agreed to a two-year pact providing 18¢ per hour more now, 12¢ more July 1; 10¢ more Jan. 1, 1959, and 10¢ more July 1, 1959. New hourly rate is \$3.28.

Monterey, Calif.: Electricians won a 65¢ increase in a two-year contract—30¢ more immediately, 25¢ more Jan. 1, 1959 with 10¢ more going immediately to a new health-welfare fund. The package pushes scale to \$3.90.

Arkansas: Carpenters, cement finishers and laborers signed contracts for 35¢-an-hour increases, spaced over three years. New hourly rate for carpenters is \$2.90; for cement finishers \$2.80, for laborers, \$1.50.

Oakland, Calif.: Plumbers won an 81¢ hourly increase, spread over three years: 28½¢ now, raising scale to \$4.26 including 38½¢ in fringe benefits.

Chicago: Painters signed a four-year pact calling for 12½¢ immediately, 2½¢ in wages and 10¢ for a pension fund, boosting hourly rate to \$3.60. They will get another 10¢ an hour April 1, 1959.

Baton Rouge: Four trades, bricklayers, carpenters, cement finishers and heavy duty operating engineers have agreed to 50¢ hourly wage increases over two years while laborers have accepted 35¢. New scales: bricklayers, \$3.32½; carpenters, \$2.62½; cement finishers, \$2.40; heavy duty operating engineers, \$3.00 and laborers, \$1.42.

MATERIALS & PRICES:

Justice Dept. attacks high housing costs in 25 anti-trust complaints

Justice Dept. trust-busters have taken aim on the high cost of building.

In the past 18 months they have filed 25 cases charging conspiracy to fix prices and thus push up the cost of housing. The suits involve furniture and appliance firms as well as construction and building materials concerns. Only three have been settled.

The suits are only part of a major US effort to end any illegal price fixing or business practice which directly affects the cost of living.

Grand juries have been impaneled in several cities specifically to investigate alleged anti-trust violations which have pushed up living and housing costs. (One important case for home building: an investigation of illegal tie-ups in home sales and home insurance in California.)

Labor unions involved

In at least two of the pending cases labor unions are charged with conspiring with employers to restrain trade. They are, in effect, the enforcement mechanism in a restrictive practice. Thus if any contractor does not cooperate, the government charges that he finds subsequently he cannot get labor.

While unions are exempt from anti-trust action when acting independently, they are not exempt when acting with management.

One suit is pending against the Operative Plasterers and Cement Masons International Assn. and Bricklayers, Masons, Plasterers International of America in Chicago and the E-Z-O-N Corp., manufacturer of a plastering machine.

The government charges that the unions and E-Z-O-N made a restrictive agreement whereby E-Z-O-N agrees not to sell any of its machines, only to lease them—and only to union contractors. Lessees are prohibited by the agreement from assigning or leasing the machine to anyone else. The government contends this deprives other (non-union) contractors of the right to buy or lease one of the machines.

Another union, the Brotherhood of Painters, Decorators and Paperhangers, is named in a Chicago suit along with Hamilton Glass Co. The government charges the glazing union, assisted by Hamilton Glass and glazing contractors, "exact sums of money from

builders, general contractors and manufacturers of pre-glazed products for the use of these products."

Stops use of pre-glazed products

Real effect of this fee is to stop any builders from using pre-glazed products. The government adds that while the union claims it will not recognize any pre-glazed product, it does permit the Hamilton Glass Co., the cooperating glazing contractors, to use them whether union made or not.

The Concrete Form Assn. of Central New England, two corporations and four individuals were indicted in Boston for allegedly fixing the prices to be charged for concrete form work for home foundations.

The government charges that the illegal agreement in effect increases the cost of forming by 40%, adding an average of \$100 to the cost of a home.

Other suits have been filed against plywood companies in Detroit and roofing wholesalers in Buffalo.

Freight rates rise again on most building materials

Freight rates have gone up again—which again means higher materials prices.

The Interstate Commerce Commission has granted all railroads increases averaging 2% on selected commodities including lumber.

The increase on lumber and wood products is a flat 2% with no holddown. ICC asked its staff to investigate to determine whether a holddown is necessary.

Other rate increases on building materials: 3% on building paper and prepared roofing with a maximum of 2¢ per hundred pounds; 5% on insulating materials with a 5¢ maximum; 3% on building woodwork and millwork with a 3¢ maximum; brick and tile, 1¢ per hundred pounds; other building materials, 3% with a 3¢ maximum.

No increases were granted for paint and varnish, cement, fibreboard and wallboard.

The rate boosts were approved by the ICC despite warnings last year (when rates were raised 9 to 14%) that such increases can depress the housing market further by raising costs more. (June & Sept. '57, News).

FHA study shows building costs down in 23 cities

The current slump in some building materials prices again is reflected in the latest semi-annual FHA survey of local building costs.

The standard house study—in which each of 71 FHA offices estimates the current construction cost of an identical frame house—shows lower costs in 23 cities, no change in 40 and higher costs in only eight. Last fall, lower costs were reported in 40 cities.

Some of the drops were minor—\$100 or less. But a few were substantial. Chicago, which remains the highest cost city in the US, reports a \$231 drop to \$14,007. Other drops: Buffalo, \$405; Cincinnati, \$299; Louisville, \$300; Washington, \$264; Shreveport, \$395 and Columbus, \$328.

Pay boosts reflected

Biggest increase, reflecting more a poor prior estimate than an actual cost increase, was in Charleston, W. Va., \$1,048, moving it from 14th highest to fifth at \$12,665. Other increases: Los Angeles, \$243 and San Francisco, \$258—both reflecting higher labor costs.

There was only one change in the make-up of the ten highest cost cities. Columbus, Ohio, slipped to 14th, making room for Charleston, W. Va. The lowest cost 10 cities remain the same.

Cost spread between the highest cost city and the lowest is now \$4,194, a difference of 35%. Cost per square foot: \$12.31 in Chicago and \$8.08 in Knoxville.

75 % of sales price

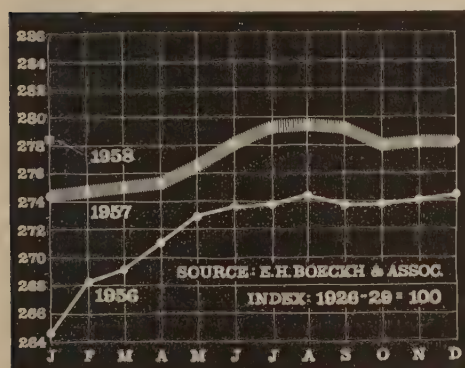
The FHA standard house study does not include land, heating equipment or any builder's development and financing costs and profit. Best estimate is that the FHA cost estimate is 75% of typical sales prices.

The standard house is figured at 1,138 sq. ft., three bedrooms, dining room, living room, kitchen and two bathrooms.

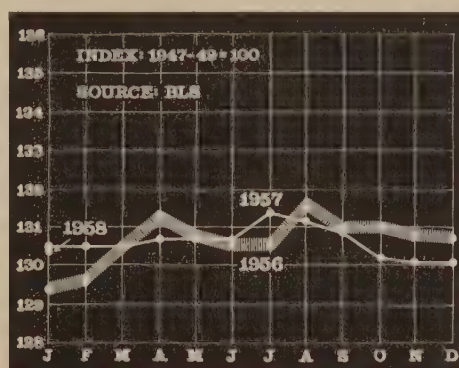
FHA acknowledges that its study is not entirely representative since it does not reflect typical costs in an area where frame construction is not prevalent. There are also variations from city to city within an insuring area. The complete report:

Chicago	\$14,007	Sacramento	\$10,829
Cleveland	13,109	Jacksonville	10,805
Springfield, Ill. ..	13,023	Providence	10,781
Reno	12,715	Burlington, Vt. ..	10,746
Charleston		Topeka	10,701
W. Va.	12,665	Portland, Ore. ...	10,687
Buffalo	12,579	Boston	10,506
Des Moines	12,178	Newark, N. J. ...	10,498
Sioux Falls	11,991	Jackson, Miss. ...	10,454
Milwaukee	11,900	Kansas City, Mo. .	10,449
Cincinnati	11,868	Little Rock	10,405
Pittsburgh	11,731	Los Angeles	10,388
St. Louis	11,663	Albuquerque	10,340
Miami	11,560	Richmond, Va. ...	10,314
Columbus, Ohio ..	11,548	Washington, D. C.	10,298
Fargo	11,470	Birmingham Ala..	10,287
Salt Lake City ..	11,416	San Antonio	10,235
New Orleans	11,389	Jamaica, N. Y. ...	10,232
Detroit	11,385	Camden, N. J. ...	10,201
Shreveport	11,382	Wilmington, Del..	10,084
Minneapolis	11,378	Philadelphia	10,079
Grand Rapids	11,376	San Antonio	10,042
Indianapolis	11,375	Lubbock, Tex. ...	9,980
Hartford	11,310	Manchester, N. H. .	9,970
San Diego	11,154	Tulsa	9,961
Billings, Mont. ...	11,145	Atlanta	9,941
Baltimore	11,055	Tampa	9,853
Albany, N. Y. ...	11,053	Charlotte, N. C. .	9,701
Casper, Wyo.	11,029	Houston	9,631
Louisville	11,009	Phoenix	9,464
Omaha	10,998	Memphis	9,391
Seattle	10,966	Fort Worth	9,364
San Francisco ..	10,947	Dallas	9,237
Denver	10,914	Columbia, S. C. .	9,224
Boise	10,882	Oklahoma City ..	9,222
Spokane	10,870	Knoxville	9,193

NEWS continued on p. 66



BOECKH'S INDEX of residential construction costs moved up 0.2% to 278.4 in January. Col. E. H. Boeckh reports increased labor costs in three of the 20 cities he surveys. Materials prices alone dipped slightly.



BUILDING MATERIALS prices inched up 0.2% to 130.4 in January, still slightly under a year earlier. BLS blamed the small rise on higher prices of concrete ingredients, lumber, heating equipment and structural clay products.



DUPLEX and single-family structures in Cedartown, Ga., experiment with scattered sites have up to four bedrooms, spacious yards. Says one neighbor: "The new houses make everything look so much better. Before there were just those old shacks over there." (Five ramshackle homes were razed for the scatter-project.) Public housing authority thinks prefabricating cut construction time in half.

How public housing is struggling to give itself a new look

Will small projects on scattered sites—including some single-family homes—save public housing from strangling on site selection troubles?

As the 20-year old program founders (only 20,687 units were started last year), public housers are grabbing at the chance that this may help save it. Main developments:

1. In Cedartown, Ga. (pop. 10,000), the Public Housing Administration has opened an experimental project—first in the US—of 20 units of single-family and duplex units on seven scattered sites (photo, above).

2. Philadelphia is making the nation's first attempt to provide public housing through rehabilitation—also on scattered sites. It wants to buy some 200 row houses and renovate them.

3. New York, adapting the scattered site idea to its high-rise mode of living, is planning nine "vest-pocket" projects of less than a city block.

Site selection troubles beset public housing for two big reasons: 1) big projects have produced institutional architecture which stigmatizes projects and the people who live in them and 2) in the North, public housing has become overwhelmingly Negro housing because Negroes make up such a disproportionate share of low income families.

Result: more and more city councils are balking at approving sites for big public housing projects (except in existing Negro ghettos) because neighborhood residents don't want Negroes for neighbors—the more so because public housing is getting a bad name as a dumping ground for problem families, major spawning ground of juvenile delinquency.

Scattered sites are supposed to sidestep both problems. In picking families for individual units, public housing officials assume they can exercise more selectivity than they can for apartments. Moreover, individual units on scattered sites would be ideal for selling public housing to over-income families—an idea which is gathering real momentum.

How well the Cedartown experiment works will have a big influence over the future of scattered sites and single-family subsidized units. So far, only the land cost of the seven scattered lots has been above that of other recent public housing projects in Cedartown—way above. The seven lots cost 38% more per acre than land for a 1951 Cedartown white project and 48% per acre more than land for a 1951 Negro project. Land costs:

Project	Acreage	Price	Price Per Acre
Scattered sites ...	3.631	\$13,770	\$3,792
1951 white	5.548	\$15,202	\$2,740
1951 Negro	7.345	\$15,701	\$2,001

PHA anticipated that. It says the extra land cost was offset by using existing water and sewage lines. So the scattered units cost only \$9,598 each (plus an average of \$688 for land). The white 1951 project cost \$9,379 per unit, the Negro project \$9,065 per unit. But after you allow for dollar depreciation since 1951, the new units have a comparable cost of \$8,293 each. So Cedartown public housers think scattered sites will save them money if they do not encounter expensive maintenance problems.

Cedartown was also an experiment in prefabricating public housing (Nov., News). PHA Commissioner Charles E. Slusser, anxious to see if prefabrication could save money in small town projects, forced prefabrication on the reluctant Cedartown Housing Authority, which had no experience with prefabrication and, oddly, didn't think it would hold up as well as conventional construction.

They compromised by combining prefabricated and conventional building. Under a negotiated contract, National Homes supplied prefabricated trusses, interior partitions, paneled side-

walls, inside walls finished in sheetrock, plumbing and steel wall cabinets for the kitchens. The homes were built on slab with plywood sheathing and asphalt shingles. The Cedartown authority is pleased enough with the result to be planning 30 more units on scattered sites—this time with competitive bidding by both conventional builders and prefabricators.

Whether the sites can be found remains a question. Authority Member Julius M. Cobb feels local opposition is too strong. When Executive Director M. I. (Jack) Frost began lining up the first sites, he ran into so much opposition he gave up on eight of 15 he wanted. Owners of small, unkempt lots—some of them with pitifully ramshackle houses—were reluctant to sell, demanded exorbitant prices. On Ellawood Street, every household but one signed a petition warning the authority against invading their sanctuary of private homes.

Cedartown seems to feel that public housing has embarked on an extension of its program into areas and for groups of people it hasn't served before. It is dubious. Says Frost: "In six months, we'll have the answer."

Don Hutcheson



BEFORE: Congressional critics called it an "architectural mess."



AFTER: Occupants call it "Malfunction Junction." Escaping gas blew up this duplex.

More troubles plague nation's first Capehart project

When the nation's first Capehart Act military housing project, a 944-unit job opened at Dyess AFB, Abilene, Tex., it was almost at once attacked in Congress as "an architectural mess" (June, News). Pentagon officials testified: "The Air Force admits the design incorporated a number of undesirable features."

By last month, the embattled project had endured so many more indignities airmen had nicknamed it "Malfunction Junction." Items:

- A blast ripped out part of an interior wall panel in one of the \$13,235-a-unit duplexes. It was blamed on escaping natural gas.
- Sixteen families were evacuated from their

duplexes when ground behind their homes was found saturated with gas.

- Nearly a mile of the main street collapsed over a sewer line during spring rains.
- At two dozen street intersections, paving slipped, rolled or cracked.

• Air Force Lt. Jerome DesJardins, his wife, a sister-in-law and her two children were hospitalized with burns when a second explosion knocked the front and back walls out of his duplex one night, starting a fire which destroyed his station wagon and furniture.

Lt. DesJardins and his relatives are suing for \$153,565. They contend the contractors, C. H. Leavell & Co. and Dan R. Ponder Inc. of El Paso sealed a safety vent in the sewer system. They contend the federal government and the architects, Associated Architects & Engineers of Abilene, neglected to inspect the unit properly.

Replies Contractor Charles Leavell: the Air Force concedes the paving collapse was caused by floods following 28" of rain in three weeks which created a lake in a low area without adequate drainage. New York engineers found no evidence of sewer gas, traced the explosion to seepage from a broken gas main. The utilities were put in by Midwest Construction Co. of Dallas headed by Bart Shoneman who told Leavell the break was due to the flood or corrosion of pipes improperly wrapped and treated. Says Leavell: "The responsibility is partly with the Air Force, partly with the contractor, partly in the design."

While Midwest digs up and replaces the gas mains—at a cost of \$75,000—Air Force kids play in the holes and oversize gopher mounds.

Plan to get FHA out of military housing hits snag

The Pentagon's idea for an Armed Forces Housing Corp. to put all military housing programs under one authority (with no FHA involvement) has hit a snag.

As contemplated, the proposed corporation would sell debentures direct to the public to finance housing now built under FHA's Title VIII Capehart program.

The Budget Bureau shook its head at the idea, ruled that if the services were to sell debentures—even through a housing corporation—the debentures would have to be guaranteed by the government to be salable and thus would be chargeable against the national debt limit.

The Capehart program, using FHA insurance, dodges this difficulty.

But the Budget Bureau agrees there ought to be a better way to finance military housing than through FHA. So the Defense Dept. is going ahead with its plan, will next submit it to the three services for consideration.

2,000 unit Capehart job cancelled after work starts

The Army has decided to cancel a \$30 million, 2,000 unit Capehart military housing project at Ft. Polk, La.

Unfortunately it waited until construction had been underway six months—a tardy decision which may cost the government \$10 million or more. Centex Construction Co. of Dallas is the contractor.

President Tom Lively (see p. 45) estimates he has completed one-third of the project: all site preparation and underground work.

The Army has not closed Ft. Polk. It has just decided that the future of the post in the present missile age is not definite enough to justify construction of 2,000 family housing units. Army officials, who insist only a little work has been done on the project, have asked Lively for a settlement proposal.

SEGREGATION:

Inside story of Philadelphia's racial housing problem, as told by the mayor

How racial tensions are shaping tomorrow's housing markets has seldom been so candidly and dramatically discussed by a responsible public official as in the following interview. Keep two items of background in mind:

1. Cities and their suburbs are waging a fratricidal struggle for the cream of the housing market: the increasingly well-heeled white (usually Protestant) family. Some social scientists argue that the resulting Balkanization of the suburbs is not at all the bad government ogre it is often painted. Instead, they contend, it provides for the effective management of social conflict which is inevitable in a polyglot civilization.

2. Cities, some planners fear, may become mere Negro shopping districts in another generation if today's ethnic trends continue. Already, a suburban "white noose" is choking some cities, whose slum problems multiply.

"We can't just clean out slums with housing. Already, 60% of our public housing is in the Negro slums. It would take \$800 million to rip out the Philadelphia slums. You'd reduce the density by one-half, and you'd have no place to put the rest of the people."

So says Richardson Dilworth, the lanky, greying Democratic mayor of Philadelphia—a city whose massive efforts to halt blight and economic stagnation have won it wide acclaim as one of the nation's outstanding examples of urban renewal.

Dilworth was discussing, with the characteristic bluntness that endears him to reporters, what is emerging not only as the nation's No. 1 housing problem, but also as its No. 1 social problem: how are big US cities to survive in the face of wholesale immigration of low income minorities?

Philadelphia's problem is simple (and reasonably typical of many other US cities): as Negroes spread out across older, in-town neighborhoods, whites flee to the suburbs, taking the city's tax base with them. Admits Dilworth: "It's damned serious."

Why won't more new housing solve the slum problem?

"I moved here 31 years ago. Then, one-half the population was white Protestant. Neighborhoods were clannish and close-knit—Irish, Polish, Italian. The population was stable. We were the only big city in the North with a majority of white Protestants. Now the Catholics are even with 'em. Negroes and Jews make up most of the rest. The Italians are growing. The Irish population is old and established; there are few immigrants today.

"There are Negroes all over Philadelphia. The lowest income groups resent them the most—just as they did in the South—because they're competing for jobs. Also they think they're going to 'spoil' neighborhoods. The proud Italians think this especially and resist them in the southernmost part of South Philadelphia.

"We have about 75,000 third and fourth generation Poles in northeast Philadelphia. They clean the streets, tend their gardens and keep up their homes. They really resent Negroes and damn well won't let 'em in. They even beat 'em up. The Negroes haven't

hopped over the Poles. Northeast is the one area that's really been able to hold the line.

"The tax base has really been hurt. Over the last 30 years, suburban income has tripled and the city income is just the same. Our real estate hasn't gone up the way New York's has. We had well-to-do properties of prosperous whites 30, 40, 50 years ago. There were so many white Protestants who went from \$6,000 to \$20,000 and then got out of town to look good in the suburbs that prosperous middle-class housing vanished.

"We're different from Chicago and New York. Chicago has ghettoized the Negro. There are damned few Negroes south of Harlem. There's virtually no Philadelphia section free of Negroes. Chicago and New York have managed to cling to their wealthy. In New York, particularly, the whites can stay in the city and be isolated from the Negro. Maybe it's because we were humane and had our tolerant Quaker tradition that this isn't true of us. In Chicago, too, they can live without fear of being infiltrated. But in Philadelphia, they're spreading out so rapidly that we're losing the whites. And remember: your white Protestant is apt to be your most prosperous person.

"This has been the best city in the country up to the last two years on race relations—due largely to the Quakers. Then there was the Supreme Court decision [on desegregation of schools], Girard College, Little Rock and Levittown. These have hardened things. The situation has become a little tense on both sides. You can't have reasonable meetings any more. Negro clergymen feel that to keep their congregations, they must keep attacking whites. Our white, low-income precincts give more trouble than the Negro ones, but there are more Negro precincts. There's more crime in the Polish and Italian sections. We have 130 to 140 murders a year, chiefly Negro."

"We have enormous areas of slums. Lots of them have no sewage connections. In the last six years, we've cleaned up a lot, but some places still have no running water and toilets. There were 10,000 outhouses in Philadelphia ten years ago; today, there are still 1,000. There are still houses with no electric light. There are 60,000 units housing 200,000 people today that are unfit for human habitation.

What can Philadelphia do to fight blight without displacing too many Negro families, and simultaneously woo suburbanites back to town?

"There's a lot of fixing-up you can do. . . .

NEWS continued on p. 68

Walter Daran



DILWORTH

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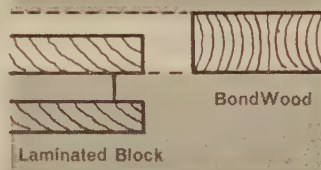
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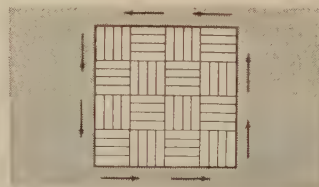
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Exclusive adhesive and unique construction — grain direction changes every $4\frac{1}{4}''$ — makes this the most stable parquet any prospect ever stepped on!

We lived several blocks from Rittenhouse Square [Philadelphia's toniest downtown apartment sector]. There was a disgraceful park nearby. Finally it was cleaned up. To our amazement, private builders began coming in; young families began to rehabilitate. Mind you, Negroes were within two blocks of us. Within four years, everything around there was rehabilitated. Of course, the irony is that—just as in Georgetown in Washington—Negroes were pushed back by the rehabilitation. But if you trigger a situation, sometimes it'll take care of itself. There are a lot of people tired of suburbs and the sweat of commuting. We're trying to spot areas just beginning to turn seedy and put in housing. When I came into office, we had 40 housing inspectors. Now we have 150 and they can do a great deal. The banks have been cooperative. If we assemble a block to rehabilitate itself, the bank will lend to owners on a sort of block-plan.

"We want to interest private developers. We don't want an anti-discrimination ordinance [like New York City's]. It would just drive people out faster. A state law [which Philadelphia is urging] would be better. We have to make it clear to whites that they can't run away.

"We are deliberately making non-Negro apartments for older whites—about 900—near the Art Museum, pricing them out of the Negro range. We're designing Eastwick the same way. We have to give the whites confidence that they can live in town without being flooded. We also have to get a bigger industrial base; one-half of Eastwick will be an industrial park. We just don't have the corporate base New York has. We're losing industry, as all cities are; they're all looking for one-story buildings with parking lots.

"Philadelphia has always been suburb-conscious, but we've got to get the whites back. Accordingly, we hope no more than 10% of Eastwick housing will be Negro. The most expensive units will go up first, and they'll be beyond Negro range. The trouble is that Eastwick—2,500 acres—is our last big chunk of available land.

Can Philadelphia decant some of its Negro population into the suburbs to take the pressure off the city?

"We're mighty anxious to get Negroes into the Main Line. We'd be happy to finance a house for somebody. I'm serious about that. But in any event, I'm convinced that within ten years, people will be coming back to the city. The open areas are running out. They have little sewage treatment—just tanks. Streams are contaminated. There's not enough provision for open space. They're running out of water and now they're buying it from us.

"Our biggest asset is our center city. Over an eight-year period, I estimate \$90 millions are being spent by the federal government, \$45 millions by the city and \$10 million by the state on urban renewal. We feel confident that private capital will invest \$500 million in ten years. . . ."

Builders fight anti-bias bill

In Minneapolis, an ordinance to prohibit racial discrimination in sale and rental of housing was introduced in the city council. Builders, realtors and rental property groups promptly began mobilizing opposition. Like New York City's pioneer anti-bias law (Jan., News), the Minneapolis measure would exempt various groups: duplexes where the owner occupies half, single-family units sold without an agent, sleeping rooms in the owner's premises, and small rooming houses.



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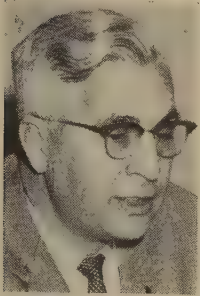
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PEOPLE: Dell Bowser, asst. FHA commissioner for technical standards, joins Webb & Knapp

Charles A. (Dell) Bowser, FHA's assistant commissioner for technical standards, has left the government to become a vice president of Realtor **William Zeckendorf's** Webb & Knapp Communities. He will be general manager of W&K's 1,700-acre Godchaux Communities project near New Orleans (H&H, Oct.).

Bowser, 48, is a civil engineer (Michigan State College '33) and was in general contracting before he started home building. From 1946 until he joined FHA, he had his own firm in Lansing, Mich., where he built what he frankly calls "garden variety houses." He was president of the state builders association and president of the local chapter of the Society of Residential Appraisers.



BOWSER

Then Commissioner **Guy Hollyday** appointed him chief underwriter in April 1954 after **Curt Mack** was gently eased out. It was part of an overall reorganization of the underwriting division in Washington, a move sparked by a HOUSE & HOME Round Table the previous December (H&H, Mar. '54), and one which was Hollyday's last major action before his ouster.

As he prepared to get back into private building, Bowser said: "I came here with the idea of trying for better industry-FHA relations. I think I've made some contribution." Bowser will report to Webb & Knapp Communities President **Dave Slipper**.

Westchester County builder will pay to plan whole town

Is a big investment in community planning good business for a tract developer?

Builder **David Bogdanoff** of Westchester County, N.Y. has just bet \$18,000 that it is. He is paying Planner **Frederick P. Clark** not only to plan what ought to be done with his own 650 acres in Jefferson Valley, but how that entire 4 sq. mi. hamlet in northern Westchester County should be laid out.

The payoff? Since 1952, the town of Yorktown (Jefferson Valley is its northeast corner) has been suffering suburban growing pains. Small houses have gone up faster than schools. Sanitation problems have menaced health. Highways have become too crowded. With little industry, taxes on homes have zoomed. Clark, nationally known Rye, N.Y. planner, will concentrate on how to balance housing with industry and business to keep taxes reasonable. And Bogdanoff hopes the houses (\$18,000 to \$20,000) that go up on his plot will find a readier market if Jefferson Valley can sidestep the pitfalls of fast growth.

Bogdanoff, 45, a second generation builder in the rich New York suburban county, will develop improved lots for sale to other builders, build commercial and industrial structures himself. Since World War 2, he has become one of the largest-volume builders in Westchester County (470 homes, 500 apartments). He also contracts sewers and roads.

Big Realtor **John W. Galbreath** of Columbus, Ohio—an old hand at building company towns—is at it again.

The onetime (1944) president of NAREB

will put up some 600 homes, a shopping center, playgrounds, swimming pool, churches and schools north of Phoenix, Ariz. for **Kennecott Copper Corp.**

Since the mid-thirties, Galbreath has built or remodeled no less than 30 company towns in the US and Canada, many of them for US Steel and its subsidiaries. His biggest job: the 4,000-home Fairless Hills development in rural Bucks County, Pa. to help house workers in US Steel's nearby Fairless Works.

San Francisco planning chief to head Chicago area group

Paul Oppermann, 54, one of the nation's top planners, is quitting as San Francisco planning director to become executive director of the Northeastern Illinois Metropolitan Area Planning Commission.

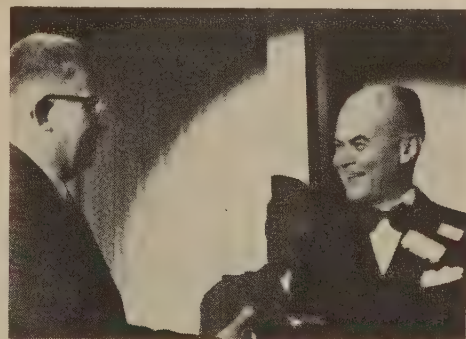
"Metropolitan planning," he says, "is the only kind that makes sense. Cities no longer can plan independently."

In his new, \$25,000-a-year job (he was paid \$14,000 in San Francisco), Oppermann will head planning for a six-county area around Chicago. His commission will coordinate plans of nearly 1,000 planning groups and local governments, advise them on items like standards for zoning, building and subdivision control.

A one-time (1934-40) assistant director of the American Society of Planning Officials and a past president (1950-51) of the American Institute of Planners, Michigan-born Oppermann was urban planning officer of the Federal Works Administration in Washington and chairman of the National Capital Housing Authority before he moved to San Francisco nine years ago. His approach to planning proved more sweeping than San Francisco officialdom would then accept. He publicly discussed networks of rapid transit for the entire Bay area, subways and freeways. So far, only the freeways have been realized. But Oppermann's persistent and easy-going speeches before civic groups won many a convert to planning. Today, the Bay area has at least the first elements of metro-



OPPERMANN



Art Shav

DISTINGUISHED SERVICE AWARD of NAHB for "outstanding service to the home building industry"—was presented to Editor & Publisher **P. I. Prentice** (r) of HOUSE & HOME. Said **Carl T. Mitnick** (l), NAHB's first vice president: "We all know how much Perry has contributed to the building industry."

politan planning, a smog control district and a nine-county rapid transit district.

Oppermann's chief assets were his public personality, a kind of aggressive standpatism that went well in San Francisco, and flexibility in dealing with community pressure groups. More often than not, he would grant a zoning variance when potent merchants asked for more parking space or a bank for a night depository, than let outraged dissidents stir up a storm of petitions. So Oppermann almost always kept the backing of businessmen. At times, he had to struggle to put his ideas over with the planning commission or the city's governing board of supervisors.

In January, Oppermann lost his last big fight. He and the planning commission urged that San Francisco's new building code include allowable ratios of buildings to sites—a newer way of controlling densities than setback rules. Downtown merchants and the Chamber of Commerce objected. The supervisors overruled Oppermann 10-1. Afterward, the planners were vindicated when **Justin Herman**, regional HHFA boss, warned that San Francisco may disqualify itself for urban renewal aid unless it imposes building size restrictions and setback regulations downtown. Senior City Planner **James McCarthy** is Oppermann's temporary successor.

LUMBERMEN: **Clarence A. Thompson** of Champaign, Ill. was named "lumberman of the year" by the Middle Atlantic Lumber Dealers Assn., in recognition of his industry leadership and the work of his Lumber Dealers Research Council; **Walter E. Morgan** of Columbus, O. was named "lumber marketer of the year" by *Crow's Lumber Digest*.

BUILDERS: **Willard Woodrow**, president of Aldon Construction Co., Calif. (one of the biggest) received the gas industry's first builder award for "advanced methods of production, use of new materials and equipment and modern merchandising techniques;" **Mrs. N. R. Dichiaro** of El Paso, Tex. was named "Big Spike" of 1957 for being NAHB's top recruiter (63 new members) last year.

Community developers quit L. I. builder chapter in row

Policy squabbles in the Long Island Home Builders Institute, now NAHB's largest chapter, have led 11 big builders to quit—with a blast at the chapter's management.

Their walkout followed a court ruling invalidating an upset election in which one of the 11, **Charles Mascioli**, was elected president of LIHBI for this year (Feb., News). All 11 are members of the Community Developers Council, organized last year by big-scale developers who felt LIHBI was not serving their needs by refusing to start a long-range public relations program to help revitalize the industry. The 11, according to Council Publicist **Tex McCrary**, account for some 30% of home building in Nassau and Suffolk Counties. A HOUSE & HOME check with all 11, however, suggests 13% is closer. They built some 2,000 homes last year, out of 11,066 in the two New York suburban counties.

Resignees: Mascioli and **Arthur Castleton**, **Robert Cutler**, **Abe Greenspan**, **Robert Grundt**, **Bernard Krinsky**, **Samuel Levin**, **Stephen Muss**, **Herbert Sadkin**, **S. Richard Silbert** and **Jerome Wolk**.

"We acted in good faith," they said in a letter to LIHBI's 1,200 members. "But we are builders, not association politicians, and have neither time nor inclination to run

continued on p. 72

Why job-build Kitchen and Storage Cabinets?

BILT-WELL Cabinets

**offer....Economy of Installation Costs
Professional Design
Precision Craftsmanship
Consumer Preference**





Economy in Installation Costs

Builders find that they can install BILT-WELL K-D (knocked down) Kitchen Cabinets in half the time it takes to custom-build cabinets. BILT-WELL wardrobe units and complete Storage Walls provide more storage space at less cost than conventional closets. Economical as they are to buy and install, BILT-WELL Cabinet installations have all the features of the costly custom-built jobs.

Professional Design

Cabinets built on-the-job cannot compare with BILT-WELL professionally designed cabinets. Modern continuous line design, rounded or sculptured door and drawer edges, louver doors and unique special-purpose units and accessories are just a few of the advantages of installing BILT-WELL Cabinets in your homes. Some 90 sizes of units are available to meet every need for any given space.

Precision Craftsmanship

The skill of experienced craftsmen and the economies of modern manufacturing methods are combined in the production of BILT-WELL Cabinets. Precision machining and prefitting...tongue and groove construction...dove-tail joints...choice of Ponderosa Pine or Birch door and drawer fronts...and many other features make BILT-WELL Cabinets the choice of leading builders.

Consumer Preference

The fact that BILT-WELL Cabinets have been nationally advertised for years provides you with the additional feature of ready consumer acceptance. BILT-WELL Cabinets in your homes mark you as a progressive builder who knows the value of using only top quality branded products. Take advantage of the pre-selling BILT-WELL is doing for you—install BILT-WELL Cabinets in your homes!

Each BILT-WELL Cabinet comes separately packaged...ready to assemble and install...



THE BILT-WELL LINE WINDOW UNITS, Double-hung, Awning, Casement, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS**, Exterior, Interior, Screen and Combination.

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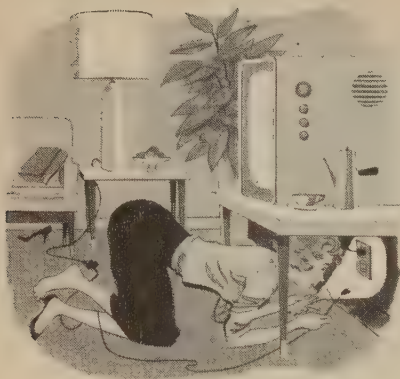
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Millions of people are being told* that these "evils" never occur in homes that are Plugmold-ed. Give your homes the hallmark of extraordinary convenience—put in Plugmold and watch your closings soar.

*Saturday Evening Post

Time

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House & Garden's Book of Building

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again to win a short term saddled by obstructionists."

The insurgents retired to the Developers Council, elected Mascioli president.

As its new president, LIHBI has elected **Alexander Paulsen** of East Williston. "The institute has not been decimated," he said on taking office Feb. 18, "nor is it in financial distress. We are stronger than ever. Deadwood has been cleared out."

NAHB revokes charter of its biggest local

NAHB has ousted its largest chapter, the Building Contractors Assn. of California.

Charter of the 1,500-member affiliate, which covers 14 southern California counties, was revoked on the ground BCA "no longer is truly representative of the home building industry in its area."

It was the first time in NAHB's 16-year history such drastic action has been taken.

Outgoing President **George Goodyear** explains: "Over the years, other elements than builders have grown in BCA. Today, home builders are only a small minority on BCA's board of directors. General and subcontractors control it."

Behind the ouster lies years of bickering between BCA and the rival Home Builders Institute of Los Angeles. For five years, sporadic efforts have been made to merge the two groups. Last fall, the HBI, which shared jurisdiction in Los Angeles County with BCA, asked permission to cover more territory. NAHB's executive committee refused, but ordered the two groups to merge by Dec. 2. When merger talks failed, the ouster followed.

L. Walter Henslee, former Mr. Big in Galveston public housing, has been convicted again. In December, he was handed a five-year suspended sentence by a state court for padding expense accounts by \$3,275 (Feb., News). Last month, a federal jury found him guilty on six counts of making false reports of rent receipts and concealing public funds, with intent to divert them to his own use.

This was the third federal trial for the one-time (1951-52) president of the Nat'l. Assn. of Housing and Redevelopment Officials. The first resulted in a jury deadlock. A guilty verdict in the second was upset on appeal. Henslee faces a maximum penalty of a year in jail, a \$1,000 fine, or both, on each count.

ARCHITECTS: **Robert G. Lueder**, 35, architect-engineer who is vice president of Lueder Construction Co. was chosen as Omaha's "outstanding young man" by the Junior Chamber of Commerce (his firm builds about ten houses a year, plus commercial construction and remodeling); **Henry R. Shepley** of Boston will receive the gold medal for architecture of the National Institute of Arts and Letters and **Edward D. Stone** of New York City has been elected a life member; Modernist **Philip C. Johnson** of New Canaan, Conn. was elected a trustee of the Museum of Modern Art, New York.

Architect **Herman H. York** of Jamaica, Long Island, who has designed some 60,000 post-war tract homes in the New York City area, revealed (in the *Journal of the AIA*) what he charges builders:

"Assuming a medium sized development of 75 to 100 houses and assuming four models will be required before completion, the overall fee for 100 houses will approximate \$6,000 or about \$60 per house. This is based upon

a fee of \$300 for working drawings and \$45 per unit for repeat use of the basic design."

Added York: "We do not accept commissions for projects of less than 50 houses except where a former client is involved."

CONGRATULATIONS TO: **Gordon N. Scott**, president of Pioneer Sand & Gravel Co., the largest sand and gravel firm in the Pacific Northwest, on his selection as "Seattle's First Citizen for 1957" by the Seattle Real Estate Board; **Lester W. Prokop**, former president of Houston Home Builders Assn. and director of NAHB, on being named "Builder of the Year" by HHBA for his "keen awareness of the many problems confronting the industry and his clear thinking regarding these problems."

DIED: **Theodore H. (Ted) Maenner**, 68, Omaha builder-realtor and NAREB president in 1949, following a heart attack in his office Jan. 17.

Maenner was an architect when he started building houses in Omaha in the 1920's.

S. J. Melingaglio



MAENNER

His Happy Hollow development is still the city's most luxurious pre-World War 2 section. Since 1945 he had built about 800 houses, most in the \$15,000 to \$24,000 price range. (A month before his death, he gave a party for 325 of his buyers in the Blackstone hotel —"just to say thank

you to a swell bunch of people.")

Active in NAREB for many years, Maenner was Realtors' Washington Committee chairman in 1946, directed the lobbying against federal rent controls. As NAREB president in 1949, he tangled openly with President Truman when he called his proposed housing bill "socialistic."

At his death, Maenner was Nebraska's Republican National committeeman. He had resigned from the Panama Canal Control Board in 1956 to take the GOP post.

OTHER DEATHS: **Gregory Groff**, 89, retired realtor and pioneer developer of suburban Los Angeles, Jan. 16 in Los Angeles; **Samuel H. Garvin**, 71, builder and materials supplier, Jan. 25 in Louisville; **Frank L. Shaw**, 80, realtor and one-time (1933-8) mayor of Los Angeles, Jan. 25 in Los Angeles; **William H. Hintelmann**, 74, of Rumson, N.J., who was named "realtor of the year" last year by the Monmouth County Real Estate Assn., Jan. 25 in Neptune, N.J.; **Francis P. Sullivan**, 72, FAIA, one-time chairman of AIA's committee on the national capital, Feb. 3, at his home in Washington, D.C.; **George B. McLeod**, 87, retired board chairman of Hammond Lumber Co., one of the West's biggest, Feb. 4 in San Francisco; **Philip L. Goodwin**, 72, FAIA co-designer and trustee of New York's Museum of Modern Art, Feb. 13 in Tucson, Ariz.; **Walton L. Kingsley**, 71, retired vice president in charge of real estate and mortgage loans for New York Life Insurance Co., Feb. 13, at his New York City home; **William J. O'Hara**, 62, recently retired general sales manager of Congoleum-Nairn Inc., Feb. 13 in New York City; Realty Lawyer **Lewis M. Troup**, 89, past president of the Nebraska Real Estate Assn., Feb. 16 in Lincoln; **Henry Bruere**, 76, retired president and board chairman of New York's giant Bowery Savings Bank, Feb. 18 in Winter Park, Fla.

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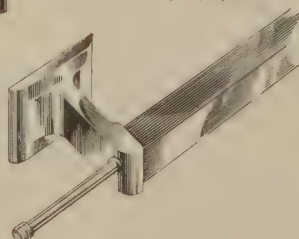
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lots of space for bottles,
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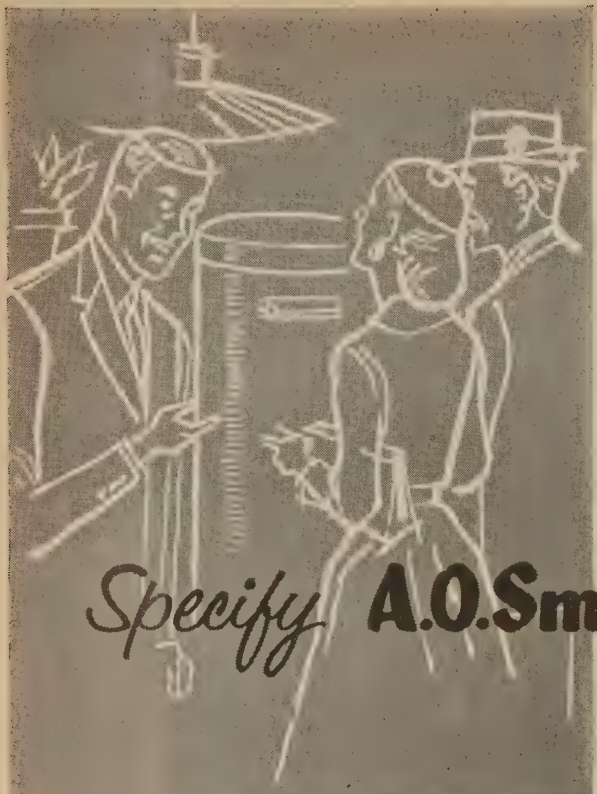
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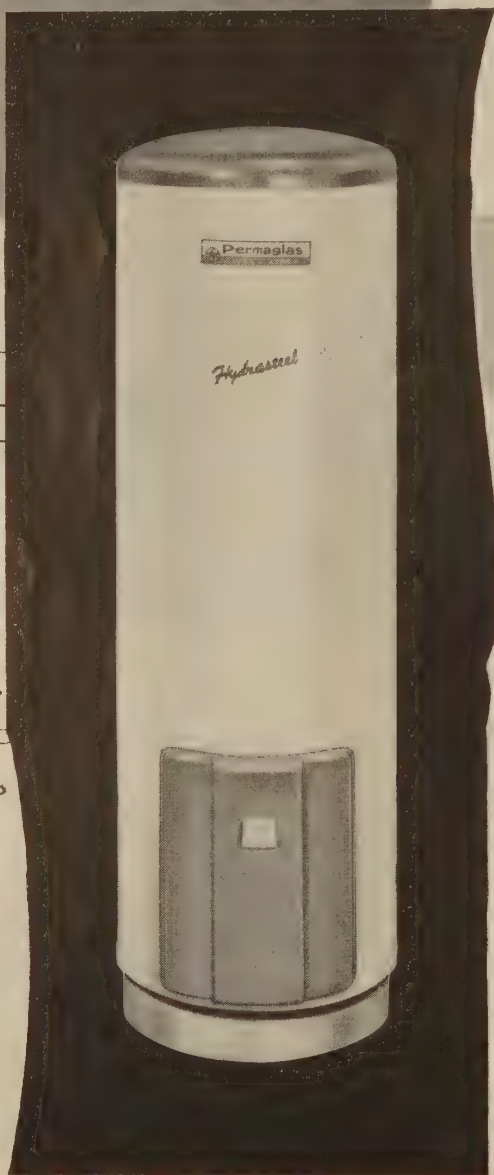
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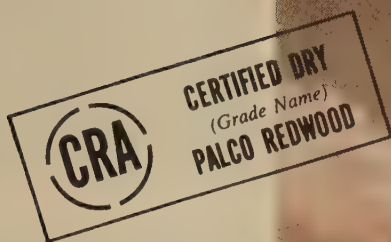
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Photo by Morley Baer

**—and only the most skillfully controlled
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No other wood on the market offers so much in dimensional stability and freedom from swelling and shrinkage—if properly processed from forest to home-site. The Pacific Lumber Company, oldest of leading redwood producers, has long pioneered advanced methods which have established *Palco Architectural Quality Redwood* as the standard of comparison. When you specify Palco Certified Dry Redwood, you know that it

803

has been first air dried for months — then *kiln* dried under the most exacting control of time, temperature and humidity—followed by special processes to equalize moisture content throughout each individual piece. This is your assurance that Redwood's beauty will outlast the longest mortgage.

See Sweet's Architectural File, or write for your personal reprint of the bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.



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MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



NLMA promotion fund

You did an excellent job in reporting on our meeting in your January issue, but the article leaves a mistaken impression in that it speaks of a "\$25,000 promotion campaign to halt the drop in the per capita consumption of lumber." Actually the \$25,000 was a fund to lay the groundwork for a national merchandising program. This \$25,000 would be used to develop a full-scale, detailed plan of action, designed to gain the financial support of NLMA's regional associations, and this would include the preparation of sample merchandising-advertising material and a blueprint of how NLMA merchandising efforts would tie in with but not duplicate regional activities.

In reality the contemplated program cost would be \$1,250,000 a year. Obviously the \$25,000 figure would not be sufficient to even get a promotional program of any consequence off the ground.

DOUGLAS S. STEINBERG,
director of public relations
National Lumber Manufacturers Assn.

H&H erred in saving lumbermen plan to spend only \$25,000 to promote lumber. But NLMA's disclosure that the promotion actually may cost \$1.25 million came after the January issue had gone to press.—ED.

"Brand Name" or "prefabricated"?

Since you have been strong proponents of the use of "Brand Name," [in place of "prefabricated"] you'll be interested in learning about a slogan Knox and Lumber Fabricators are going to use jointly in our Atlanta advertising: "Buy a Home with a Brand Name." We believe people will realize that a home with a brand name is a home of quality to be depended upon.

M. O. GUSTAFSON,
marketing vice president
Lumber Fabricators, Inc.

My feeling about the name for our industry is simply this: I think we could do much better to use merely "Home Manufacturers Institute." "Prefabricated" doesn't add anything. An automobile is prefabricated, in the strictest sense of the word, but you don't see the automobile manufacturers sticking the word "prefabricated" in the front of their trade association name.

Frankly, I like "Home Manufacturers Institute" better than "Brand-Name Houses." The former sounds more institutional.

ALLEN DIBBLE,
director of public relations
National Homes Corp.

Magnificent future

Your January issue was the best presentation of future housing I have ever had the pleasure to read. It was magnificent.

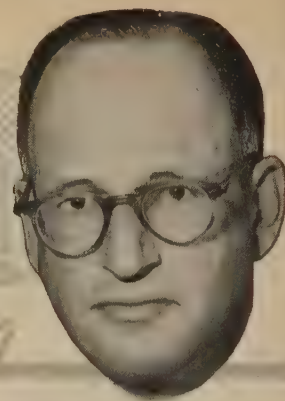
JAMES S. BARNETT,
architecture engineer
Ft. Leavenworth, Kans.

New New Products

Congratulations on the new format of your "New Products" section.

The appealing visual layout, the grouping of products according to category, the interesting "trend" introductory section to each group of products, the idea of rendering many of the illustrations in line

continued on p. 81



**"...go on better
look better, and
last longer than
any other stains"**

... says Joseph L. Eichler

Leading Western Builder

Cabot's RANCH HOUSE HUES®



Endorsements from leading builders such as Mr. Eichler are your assurance that with any Cabot product you get the finest quality, greatest economy and longest life.

Cabot's Ranch House Hues

- ★ cost only ½ as much as paint
- ★ won't crack, peel or blister
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- ★ give years of protection
- ★ can be used on all types of wood — siding, shingles and trim
- ★ need no thinning — no priming
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Choose from 18 modern colors — many exclusive with Cabot including Alcazar Brown, Mariposa Redwood, Mimosa Yellow, Spruce Blue.

A quality product from Cabot Laboratories
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NEVER-STAIN
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THEIR USE DENOTES QUALITY CONSTRUCTION
When you use economical Nichols "Never-Stain" Aluminum Nails that give lifelong RUSTPROOF protection against stains and streaks on the exteriors of the homes you build, you are insuring your prestige for the future in your community.



No other building product that costs so little does so much for you. If you have not used "Never-Stain" Aluminum Nails, a trial will convince you!

- RUSTPROOF — protect the beauty of the homes you build for years to come.
- EASY TO DRIVE — made of strong aluminum alloy with etched finish for great holding power.
- SAVE — expensive premature repainting.
- SAVE — countersinking and puttying cost.
- AVAILABLE in "packaged for the job" dustproof containers and in 50 lb. cartons in a complete range of types and sizes.

and... **nichols
NEVER-STAIN
ALUMINUM
building corners**

- RUSTPROOF — will not stain or streak house siding.
- MODERN — "straightline" design eliminates "gingerbread" effect of other corners. Practically inconspicuous when installed.
- COMPLETE range of sizes.
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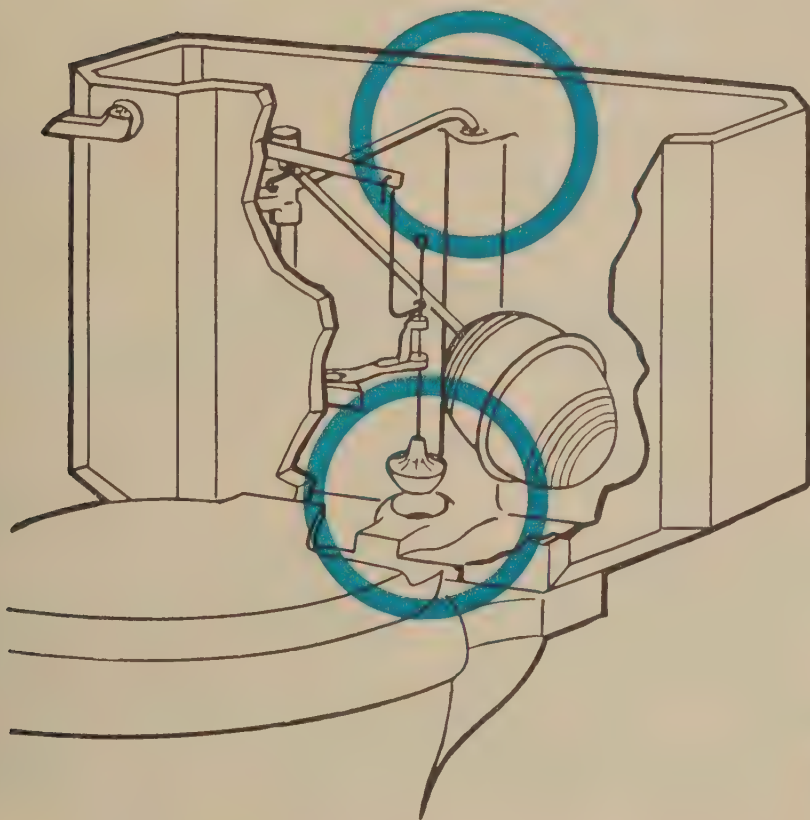


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World's Largest Manufacturer of Aluminum Nails

TWO IMPORTANT REASONS WHY

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◀ Integral China Overflow

Made of real vitreous china...an integral part of the tank itself ...this Eljer feature eliminates metal parts that rust and corrode. It's an exclusive Eljer feature!

◀ Ground-in Valve Seat

This, too, is real china, built right into the tank. It, too, will last the life of the toilet.

Integral china overflow and ground-in valve seat are only two of many Eljer features that provide extra fine quality at no extra cost. That's why there is no maintenance expense for your customer, no service expense for you.

These are features, too, that you will find in every Eljer toilet for the home, from the deluxe models to the least expensive. That's why it will pay you to install Eljer . . . the only name you need to know in plumbing fixtures.

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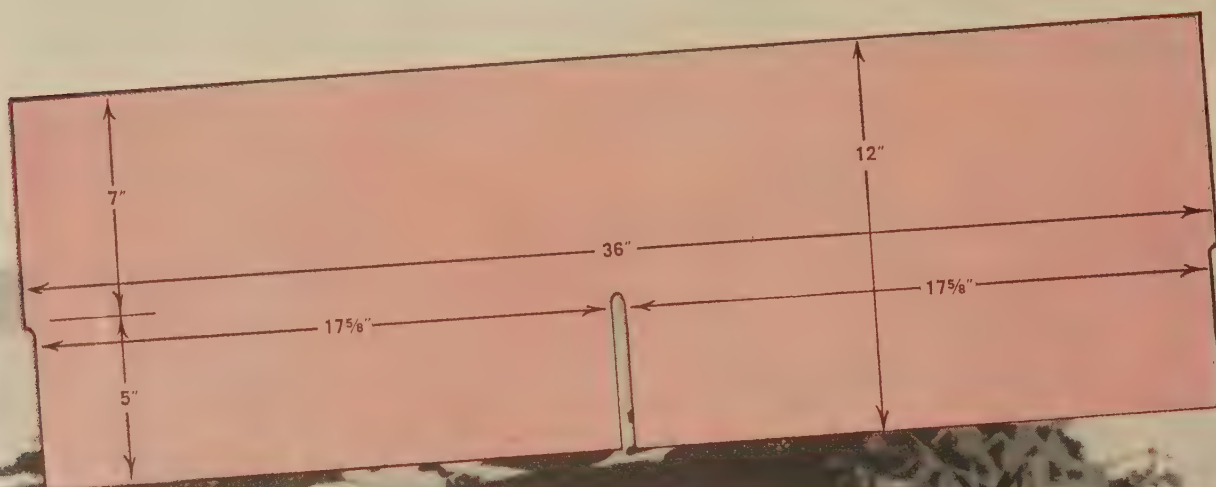
March—House and Home, Practical Builder, April—American Builder, NAHB Journal.



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made expressly for the longer,
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There's a daring modern sweep about a Barrett "Ranchline" Roof that will make a big difference in that all-important first impression. As designers know, more horizontal lines and fewer vertical lines give an illusion of greater length. That's why these longer shingles help give your home the long custom look that your prospects want.

With a Barrett "Ranchline" Roof, you have a unique selling feature... an important "extra" to talk about—at no extra cost. The sweeping "Ranchline" Shingle is available only from Barrett. Write for full information.

[†]Trade Mark of Allied Chemical

Other sales-winning points about Barrett "Ranchline" Shingles

- They're double-coated on the exposed butts to give double strength where the wear is greatest.
- Their larger tabs give them greater wind resistance.
- They're available in pastels and exciting color blends.

BARRETT ROOFS
The greatest name in roofing



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HOUSE & HOME

drawings to break up what could be a rather monotonous sequence of photographs, together with what certainly appears to be a very well-done caption description of each item, combines to make this an easy to use, highly interesting and informative section which I hope sets a trend for similar sections in the future.

WILLIAM P. SHEEHAN,
advertising manager
American-Standard

How to read a meter

Why is there so much inconvenience involved in the monthly reading of gas and electric meters?

Wouldn't it be a good idea to have both meters behind a cellar window visible from the outside to expedite the reading? These "windows" could also take the form of a small iron door like that often used for bread and milk deliveries.

With so many people in a family working, the public utilities must be encountering an awful loss of time.

F. BRUCE PARSONS,
Maplewood, N. J.

For the local builder

May I offer you my sincere congratulations for your continued publication, on a national scale, of a magazine which contains ideas and material so readily adaptable for use on a local level by even a small builder such as myself.

I am developing a 230-acre section of one to three acre lots for homes between \$22,500 and \$45,000.

My goal is seven or eight new homes yearly. Since each home is architecturally designed for a given site, and to maintain a high quality of workmanship, I'm firmly convinced that the number of "units" constructed in a given period should be limited.

CHARLES L. SANDERS,
Chasam Builders
Greenville, S. C.

FNMA price schedule

In the FNMA price schedule in your December issue, Oklahoma was listed in the wrong category.

Your publication is doing a very good job in covering a field of interest to all phases of residential properties. The magazine really makes the rounds in our office, from architect to finance to construction and sales. Keep up the good work.

BERT HODGES JR., vice president
Home Mortgage & Investment Co.,
Oklahoma City

Reader Hodges is right. Both Oklahoma and Colorado should have been listed among states where FNMA now offers its minimum prices: 98½ for FHA 5¼s, 96½ for FHA 5s and 90½ for FHA and VA 4½s, with 10% or less down payment (half a point more for down payments from 11% up).—Ed.

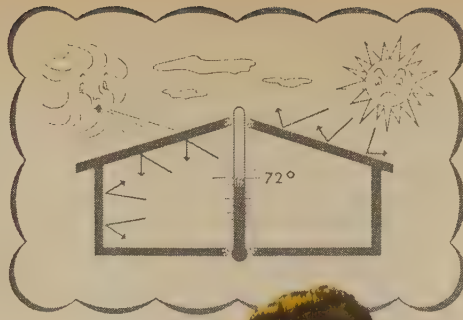
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exec. vice president
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continued on p. 88



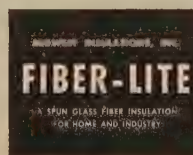
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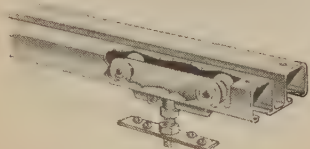
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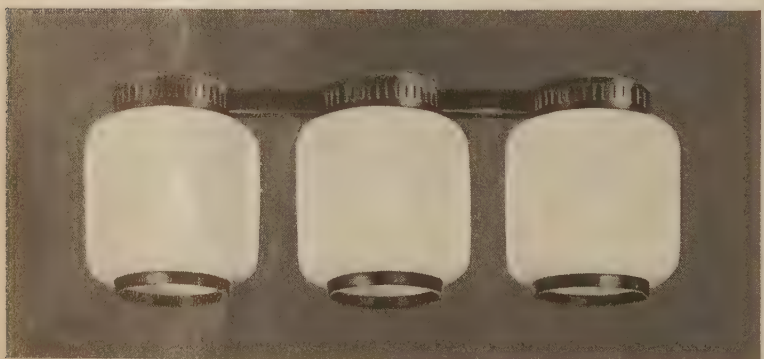
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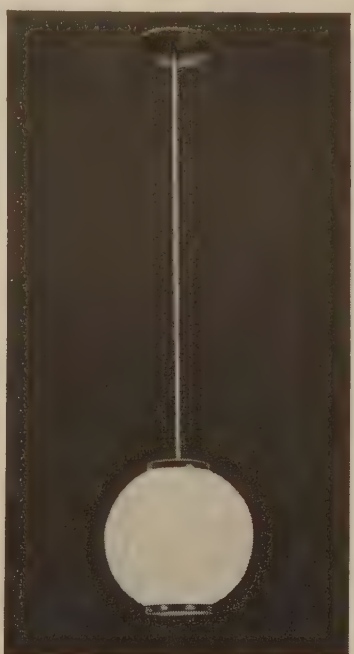
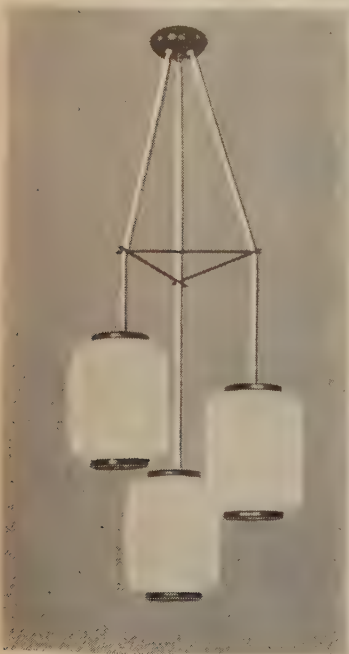


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FHA's new program

Just a note to thank you for the nice coverage in your December News page on our Certified Agency Program. Your magazine is so well regarded in the home building field that I feel favorable coverage which you extended to this program will be very beneficial.

GRAHAM T. NORTHUP, director
FHA Program Division
Washington

Airless paint spraying

This is in reference to an article in HOUSE & HOME, Oct. '57, on page 168 entitled "Right now you can cut painting costs in half".

The general treatment of the subject is very good. However, there are some incorrect statements to which I would like to call your attention. The misstatements are in the explanation of airless spray painting. I can speak with authority for I am the inventor of this method of painting and hold world-wide patents on the process.

The statement "Airless guns operate on only 125 degrees whereas hot spray types run up to 180 degrees for some paints" is incorrect. Actually with airless we generally operate from 180 degrees to 210 degrees. In my patent (US 2,754,228) the lower limit of temperature at the point of application is 135 degrees. This explains why Spee-Flow Co. operate their system at 125 degrees which is just outside the range of my patents. With that low temperature very few of the paints (probably one or two percent) will atomize with satisfactory results.

The article is also in error when it states one-coat finishes are harder to achieve by airless. This statement may be true when trying to use the process at 125 degrees, but is certainly not true at 180 degrees to 200 degrees. Also when airless is used at high temperatures, the freshly painted surface dries dust-free in one-half to one-third the time usually required.

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JAMES A. BEDE, president
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Revolution in building

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Could you send me five copies of this article?

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Furniture by M. Singer and Sons. Photo by Hedrich-Blessing

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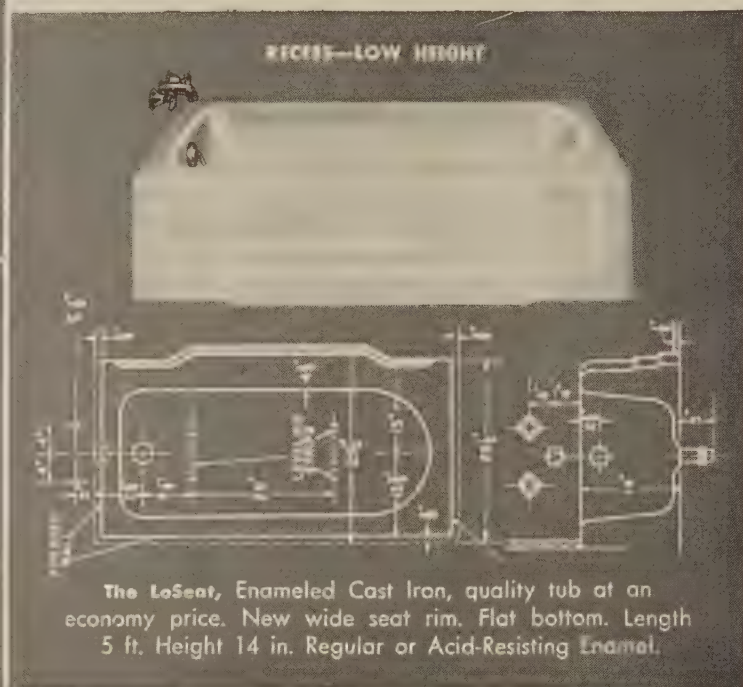
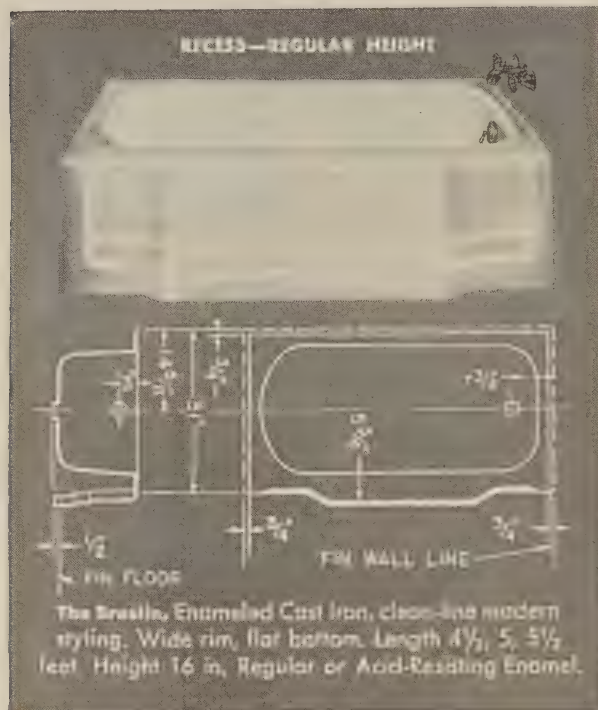
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MARCH 1958

House & Home

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Volume XIII, No. 3



COVER

A design by Jan V. White



On the
rolling prairie...



OSKALOOSA, IOWA

... Here everybody's trading up

... Here 7 out of 10 new houses are built because people want better houses,
not because they need shelter

... Here trade-up works like a game of musical chairs – each new house
means a better old house for someone else



Frank Lloyd Wright midcentury prairie house built in Oskaloosa, 1951

... Here in Oskaloosa new houses like the one above helped set off a chain reaction that is still going on.

They sparked a demand for better housing in a community where there was no shortage of adequate housing.

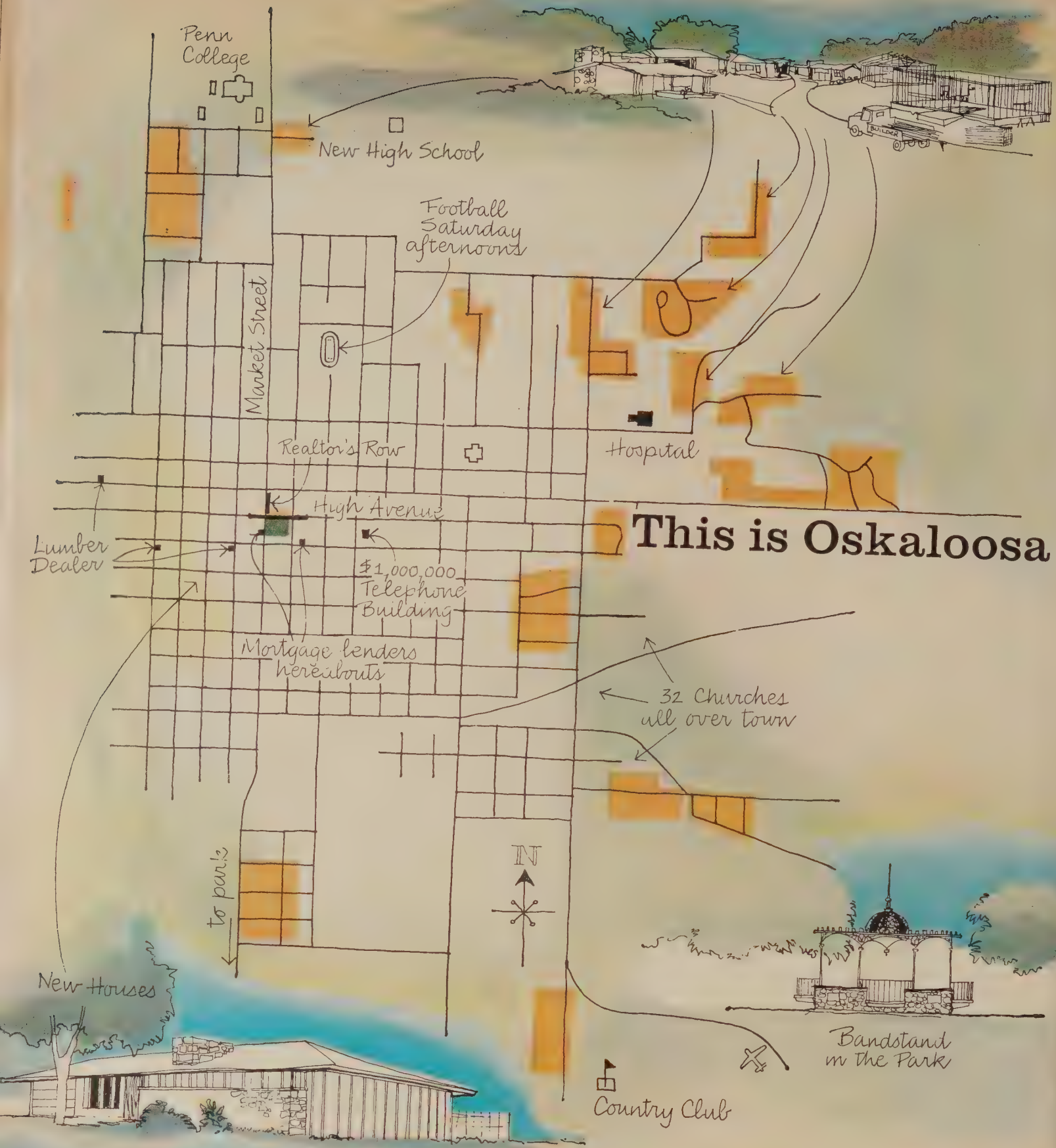
Better new houses often inspired the remodeling of older houses and started a series of family trade-ups, each move better than the last.

In Oskaloosa 443 new houses have been built in the last 11 years. They dot the seven new "additions" in the town and stand across the boxwood hedges from their older neighbors along the maple- and elm-lined avenues leading out from the business center.

These new houses have prompted over 900 trading-up moves and are indirectly responsible for the 135 bottom-of-the-heap houses now slated for demolition.

Why did Oskaloosans want *better* houses? And what does a *better* house mean? The answers come from 310 families who told HOUSE & HOME why they bought a new house and from another 591 families who gave their reasons for moving up to better older houses.

For these answers, turn the page



This is Oskaloosa



where everybody's trading up



"There is a strong desire on the part of the people here for good things," says Lumber Dealer R. V. Porter, "and first and foremost among them is good housing."

In 1947 there were 2,900 houses in Oskaloosa, in 1957 there were 3,384—an average net gain* of 40 houses a year.

The 443 houses built since 1947 were not built to meet a shortage (there was practically no doubling up) nor to house a growing population (according to Federal Census estimates, population in 1957 was only 100 more than 1950's 11,024). The 443 houses were built to satisfy what Lumber Dealer Porter calls "the urge for the best."

Who buys the new houses?

A bare .5% were bought by families who had been doubling up.

Only 2% were bought by newlyweds; another 2% by families who moved out of trailers.

About 11.5% were built for rent (average: \$100 a month).

Just short of 23% were bought by newcomers to Oskaloosa.

Over 31% were bought or built by families who had been renting.

And nearly 30% were bought or built by second-time buyers who traded up from older houses.

The pursuit of the better house began in 1947 when Sparks Construction Co. built a 13-house addition for Developer Earl Green. Within two weeks all 13 houses were sold—and the rush was on.

Today there are seven subdivisions in Oskaloosa and two more are scheduled for 1958. The new houses—like those in Solar Park, Sunset Knoll, Maywood and Happy Hollow—are very different from their neighbors. Almost all are one-story ranches with open plans and outdoor patios. They include built-ins in kitchens, baths and living rooms; they cut down on steps and are easy to heat and cool.

On the next 11 pages you will see why people trade up. Specifically:

People trade up because <i>they see houses like these</i>	p. 94
People trade up because <i>they want something new</i>	p. 96
People trade up because <i>they like indoor-outdoor living</i>	p. 98
People trade up because <i>they get ideas from magazines</i>	p. 100
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People trade up because <i>families get bigger</i>	p. 102
People trade up because <i>children grow up</i>	p. 103
People trade up because <i>they are moving up</i>	p. 104

*Forty houses were demolished during the 11-year period.

MAP OF OSKALOOSA shows how developments (yellow blocks) have sprung up in town during 11-year building period. Other new houses (see arrows) are being built in older neighborhoods where run-down houses once stood.

(Western side of town is not shown since major building is to the east. But one development by builder P. T. Kelderman has improved fairground area in west.)

City lies in southeastern part of Iowa surrounded by rolling farmland and forests. Although Oskaloosa's population is less than 12,000, it is the shopping center for over 120,000 farmers in Mahaska County who last year spent more than \$18 million in retail trade.

Oskaloosa has three building firms, several other smaller builders, 20 realtors, 3 financial institutions, 3 big lumber yards—but Oskaloosans have to go out of town for an architect. City has a local radio station, daily newspaper, country club, parks and a nearby lake.



FIRST FLLW HOUSE looks like "a ship riding the waves," Oskaloosans say in describing way house sits on hillside among alfalfa fields.

People trade up because they see houses like these

Over 9,000 people trekked out to look at these two Frank Lloyd Wright custom houses when they were built in 1951. Even though they were private homes—and not builders' models—more than a third of the visitors went back for a second look and what they saw started a homebuilding revolution in Oskaloosa.

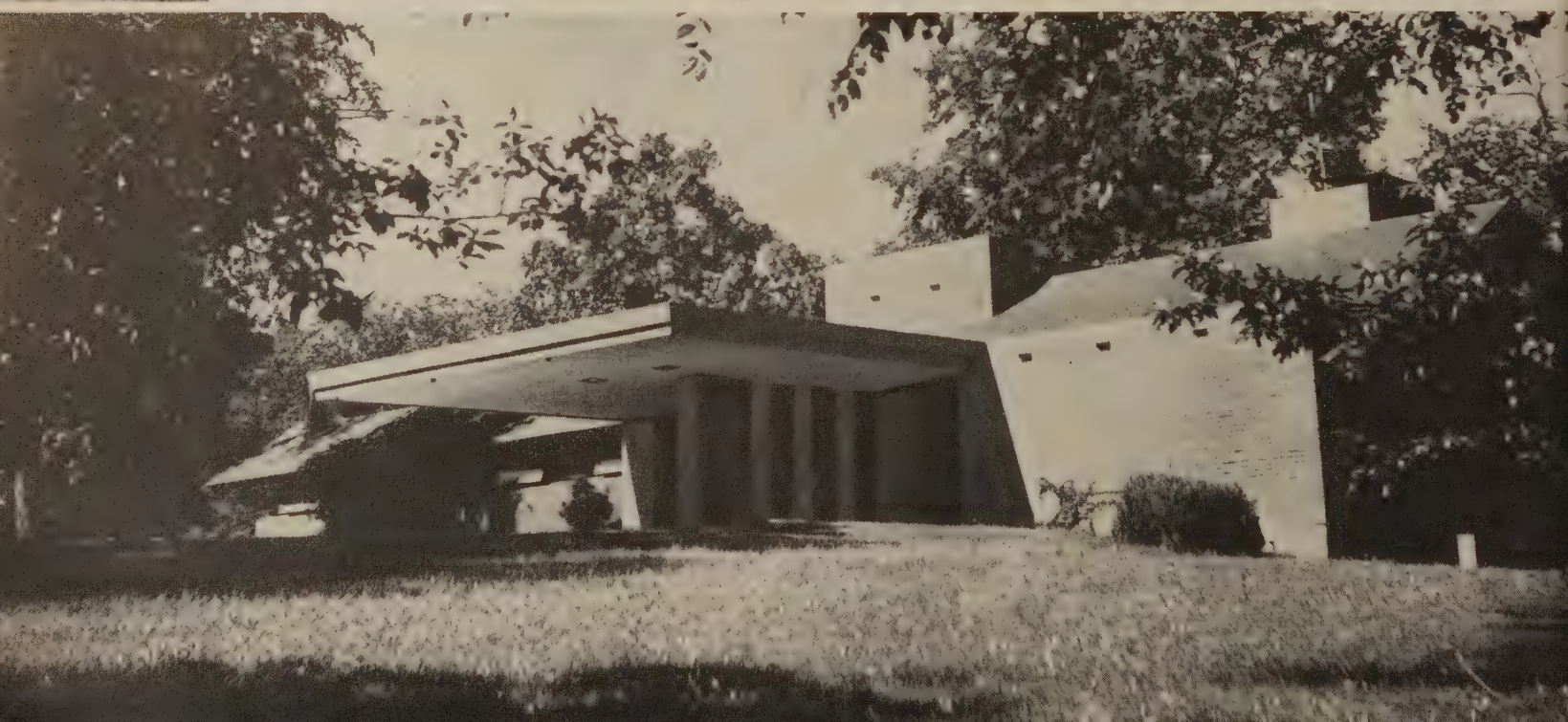
"I'm not afraid to build a 'different-looking' house now," everybody said. And they meant it. More than 40% of the new houses built since 1951 "break with conventional design." As one new owner put it: "We didn't worry about what the neighbors would say—they ended up by liking our house."

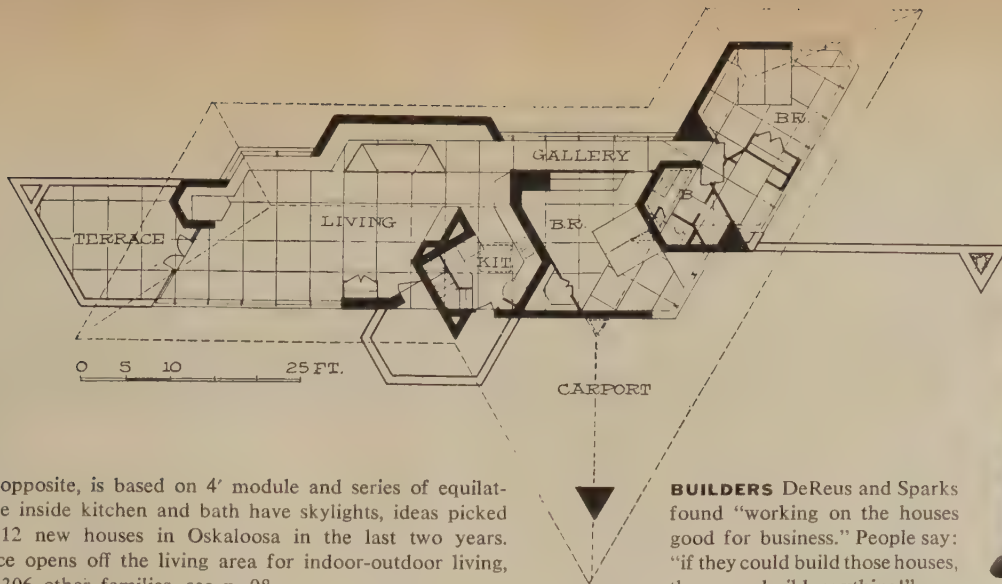
"What really impressed us was how you can put a house on the rolling hills around here," says one new-house owner who insisted his new house be designed to snuggle into its hillside site just as the Wright houses do. "I don't think any of us realized that we were literally shaving off the beauty of our town by grading down the sites."

What else did Oskaloosans find in the Wright houses? "Intrinsic value—something so important it can't be measured," says their builder Jim DeReus. "People who came out of curiosity went home with a longing: they, too, wanted a house with all that the word stands for."



SECOND FLLW HOUSE has "enough ideas in it to inspire 50 other houses." Old house (left) was bought by another family trading up.





PLAN for house, opposite, is based on 4' module and series of equilateral triangles. The inside kitchen and bath have skylights, ideas picked up and used in 12 new houses in Oskaloosa in the last two years. "Prow-like" terrace opens off the living area for indoor-outdoor living, the big desire of 306 other families, see p. 98.

BUILDERS DeReus and Sparks found "working on the houses good for business." People say: "if they could build those houses, they can build anything!"



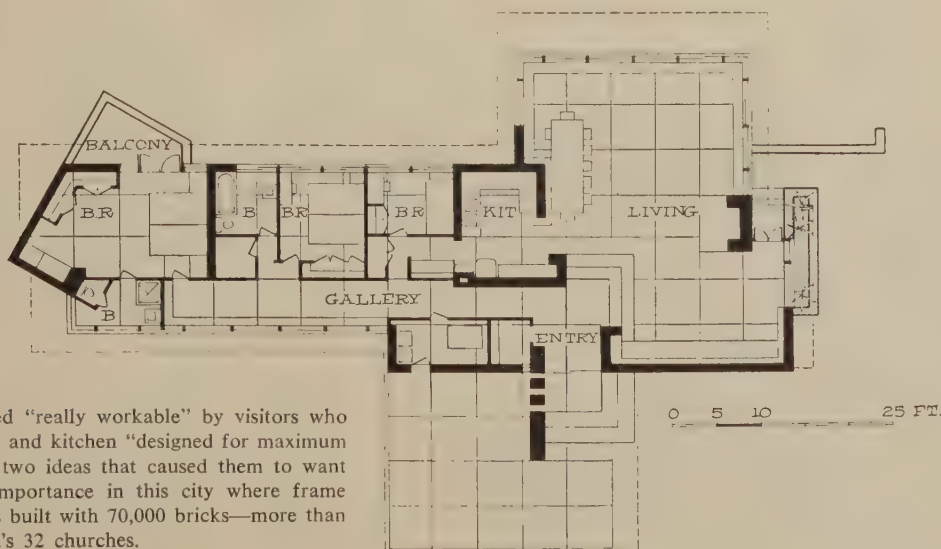
PHOTOS: THE IOWAN



GALLERY in second Wright house awed Oskaloosans, some of whom thought of a hallway just as a means of getting from one room to another. "The added combination of light, storage and wood detailing was almost too much." But 70% of new-house owners say storage and passageways in their new houses were inspired by ideas like this.



LIVING ROOM of same house impressed Oskaloosans with its sweeping ceiling lines, mammoth brick fireplace, built-in seating. Almost all families with growing children (see p. 102) say they built to get built-ins because "there's nothing to get out of line and the house always looks presentable."



PLAN for second house was called "really workable" by visitors who say bedroom line-up off the gallery and kitchen "designed for maximum efficiency in minimum time" were two ideas that caused them to want a new house. Of almost equal importance in this city where frame houses had predominated: house is built with 70,000 bricks—more than in one of the biggest of Oskaloosa's 32 churches.



A ROOM WITH A VIEW worth looking at symbolizes one family's trade-up from old house to new house (see below).

People trade up because they want something new

"My old kitchen had everything wrong—too many corners, too poorly lighted, too little storage too high or too low."

"The old house was dingy, drafty and dark. We wanted more light, an open plan and a weather-tight house."

"I was so tired of clutter. We wanted lots of built-ins."

Eighty Oskaloosa families (owners of 18% of the new houses) give reasons like these to explain why, when they wanted something new, they decided to build *everything* new.

What did Oskaloosans want to see changed?

Thirty-nine families ranked the kitchen first and every Oskaloosa builder agrees that it's the most important room in the house today—judging from attention buyers give it.

Sixteen families wanted more and better bathrooms. "We are a 1½ to 2 bath-per-house town," says builder Jim Sedrel, "and new-house buyers are really specific about what they want. They want more colored tile and plumbing fixtures, linen storage under counter or on the wall."

Fifteen families call built-ins "the most important single thing in the house," and say that "once we knew we wanted built-ins we found other things we'd change so we decided on a brand-new house."

Ten families found their old houses too awkward in plan. "By the time we knocked out partitions and opened up rooms remodeling would cost as much as the new house—so why not have the new house?"

PHOTOS: H&H STAFF



DESIRE FOR LIGHT, air and privacy helped to sway one family toward a new house. Their older house was too small, too close to neighbors. New house has view from every side to rolling hills and shade trees. Fireplace in living room (top) also serves screened-in patio. "The new house satisfies all our wants," owners say. "The children's rooms are light and sunny and they've got more room to move around in." Children can play in family room without disturbing parents in living room. Architect: Wm. Nielsen; Builder: Sparks.

GEORGE JOHNSON

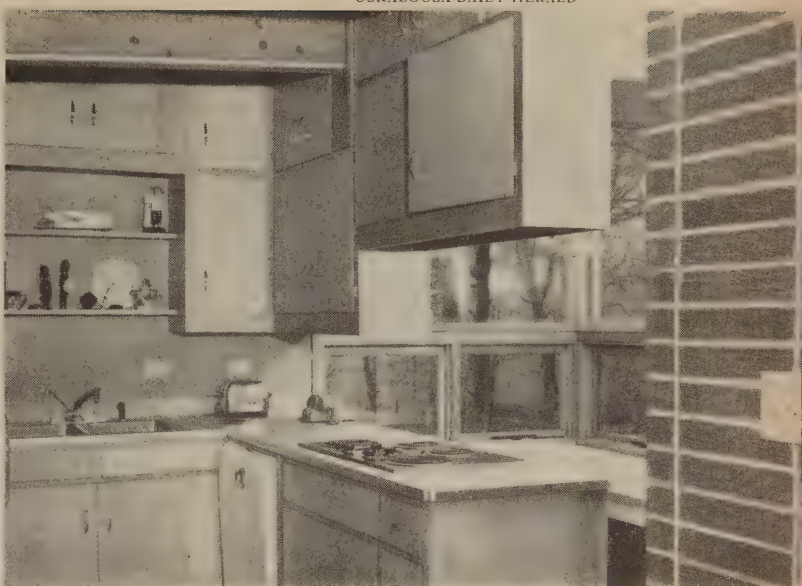


OSKALOOSA DAILY HERALD



DESIRE FOR UP-TO-DATE KITCHEN in up-to-date house caused one family to switch from rented house (like rental units in picture left) to a new house. Brick wall at right backs living-room fireplace, includes a built-in barbecue on kitchen side. Oven, under-counter dishwasher, 4-burner cook tops are all built-in, as are wall storage cabinets. Ceiling has exposed mahogany beams. Adjoining breakfast room, which opens out to a patio has built-in benches, ceiling-high windows. Architect: Carl Winkler; Builder: McKey-Fansher Co.

OSKALOOSA DAILY HERALD



PHOTOS: H&H STAFF



DESIRE FOR PLANNED PRIVACY helped to spark this trade-up. New house gave owners a zoned plan with clear separation of living, entertaining and sleeping areas—all on one floor. Parents' bedroom has its own private bath-dressing area, its own view with windows placed high enough to allow varied furniture arrangements. Baths for both parents and children in this house are compartmented to avoid clutter and crowding. Family room—non-existent in older house—opens to playyard. Architect: Gerald Watland; Builder: McKey-Fansher Co.

THE IOWAN



PHOTOS: H&H STAFF



DESIRE FOR BUILT-INS helped prompt this family's trade-up from rented house (now vacant) to new house. Built-in wall in living room houses TV, books, has sliding storage cases underneath which allows family to store more items in less space than in older house. Some seating in living room is also built-in. House, although custom built, was opened for inspection during one week in winter and 1500 people went through it. "If it had been built in summer, probably 3,000 people would have come," says the builder, Jim Sedrel.

OSKALOOSA DAILY HERALD

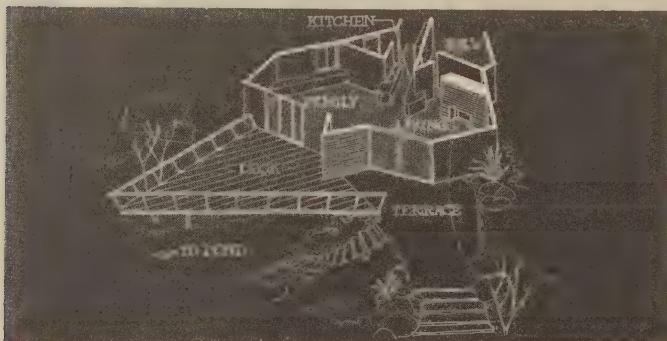




OUTDOOR ENTERTAINING in new houses takes place on suspended deck off family room. House sits in glade, has view of trees and pond.

People trade up because they like indoor-outdoor living

PHOTOS: H&H STAFF



PLAN of new house opens family room and living room to the outdoors. Architect: George Russell; Builder: Sparks Construction Co. Old house (above plan) concentrated most of its outdoor living on front porch, as many older houses here still do.

Three hundred and six families consider indoor-outdoor living of such prime importance that it is often mentioned even when another reason is given for trading up to the new house. (So the desire for indoor-outdoor living is a factor in 69% of the new houses built.)

What makes indoor-outdoor living so important in Oskaloosa? "The old 60' x 120' lots we lived on before new developments were opened up," many families say. "There was no room outdoors and no privacy. Without privacy, there's really no such thing as indoor-outdoor living."

One new owner says: "We bought a house with an acre of land and we feel as though we've got an acre of house, too, because we've got room outdoors to move around in. That's how important it is to us."

House planning enters the picture, too, say Oskaloosans. "Our old house had a fair-sized front lawn and only enough room to hang out the clothes in the back. Our new house stretches out and leaves plenty of room in back."

Many new house buyers came from apartments and one of these families said: "You can't imagine how it felt to get a new house with a nice big patio out back. We are outside whenever weather permits and we have twice as much company as before because we can entertain outdoors without fear of disturbing anyone else."

Outdoor living became twice as important after the two FLLW houses were built. "Those houses did more to make people want something better than anything that ever happened in this town," says Realtor Walter Reasoner.



GEORGE JOHNSON

OLD HOUSE has less space for the kind of activities family wanted: room to garden, privacy to entertain. New house (above and right) is well back from street, has plenty of space for a picnic table, flagged terrace, flowers. Architect: Gerald Watland; Builder: McKey Fansher.



GEORGE JOHNSON

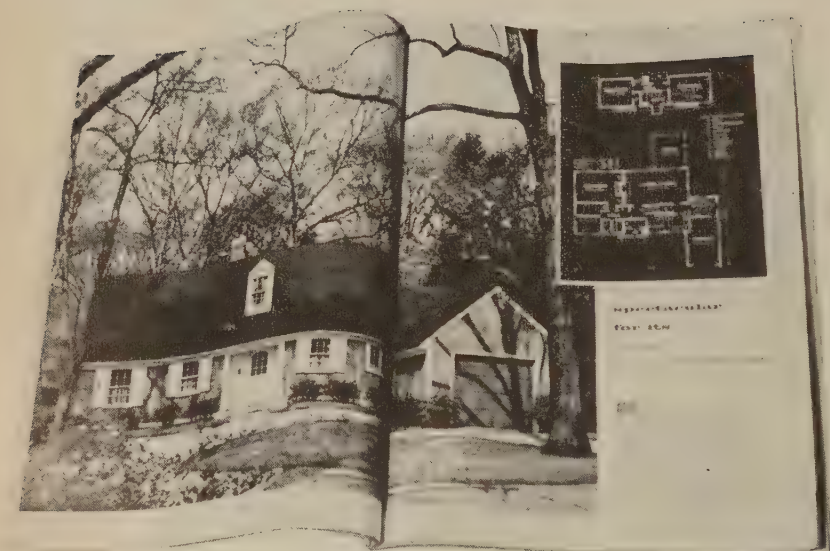


105-YEAR-OLD HOUSE (above) uses outdoors merely as a handsome setting. New house (right and below) uses the outdoors "as another room" and gives owners extra space, extra view. Stone fireplace was on lot; house was built onto it. Architect: Amos Emery; Builder: Sparks.

GEORGE JOHNSON



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PHOTOS: H&H STAFF



GOOD HOUSEKEEPING magazine house inspired real-life house in Oskaloosa. Owners got help of Des Moines architect George Russell in adapting plan to their needs. Since children no longer live at home, second story was left as attic space. Builders: McKey-Fansher Co.

People trade up because they get ideas from magazines

"The minute we saw this magazine house we decided to build," reports the owner of the barn-red house above. "Our older house was too large for two, but the magazine house looked just about right. We saw the house in the January '56 issue of *Good Housekeeping*, moved into our version of it that fall."

That's how 39 families traded up in Oskaloosa. Each told H&H that a magazine inspired their new home. (This accounts for 9% of the houses built.)

One typical case-study family explained the trade-up this way: "There are five in our family and we were completely happy in our older house. But one day we saw a house plan in a magazine that seemed to change our whole outlook. Before we knew it we were making plans of our own—for the new house. We think we gained a lot. Thanks to the magazine house we've got a built-in hi-fi, my husband has a workshop and most important, we gained a fourth bedroom."

Another Oskaloosan is so sold on the good ideas he finds in magazines houses that he says: "We built our house in 1951 from a picture in a magazine and now that our kids are married I'm getting that old feeling again. I'm looking over magazines to find a house that's just a little smaller . . . perhaps a house with no basement but with a large utility room."

MAGAZINE HOUSE started a chain reaction of trading up moves. When banker and his wife moved from 11-room house (1) into magazine-inspired house (top), lawyer and his family left their smaller house (2) and traded-up to 11-roomer. Druggist and family moved up to house 2 from rented house (3), and rented house was re-occupied by original owners, railroad employee and wife who had been living in Illinois.



1.



2.



3.



OSKALOOSA DAILY HERALD

NEW NEIGHBORHOOD, like Sunrise Knoll, got people out of older areas. One new neighborhood inspires another, makes people want to trade up.

People trade up because neighborhoods change

And 70 families (or 15% of the new owners) in Oskaloosa give this as their *prime* reason for building or buying a new house.

In 1947, some of Oskaloosa's older neighborhoods, by no means slums, were starting to look run down at the heels. That same year the Green Realty Corp. and Sparks Construction Co. decided to play a hunch and built 13 houses on speculation in a grassy tract on the east side of town.

Today, 430 new houses later, Oskaloosa has six more additions with two new ones scheduled for 1958. As more new houses are built in new tracts, more old houses are fixed up (largely by do-it-yourself home owners) to meet the more demanding standards set by the new houses. Some old houses like the one at left, are pulled down.

Why do Oskaloosans trade-up from their older neighborhoods? One new development of speculative houses is made up almost entirely of families who are long-time friends and who moved in one after another, from older neighborhoods all over town.

Another big reason is people's interests: the new parochial school and the new high school—both located on the perimeter of older neighborhoods—can each claim a small tract of new houses. So can the country club and the college.

H&H STAFF



RUN-DOWN HOUSE symbolizes move Oskaloosans made from older neighborhoods. Forty such houses have already been torn down and 135 others are slated for demolition.



NEW HOUSE (seen from rear) built for family with eight children has a dormitory el. Living, family rooms span fireplace, open onto terrace.

People trade up because families get bigger



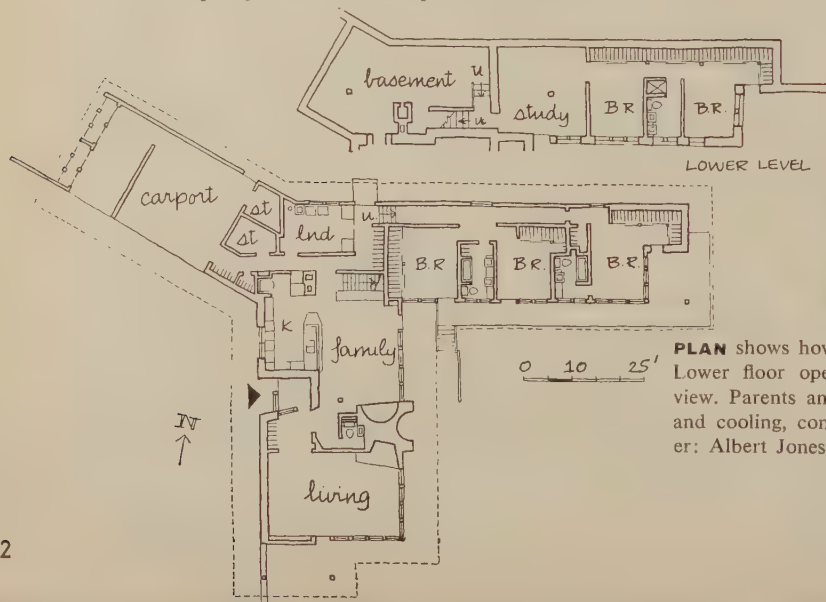
OLD HOUSE is way too small for the family, close by a busy street. New house is surrounded by 14 acres of land so that children have plenty of room to romp.

"One seven-pound baby makes more difference than you'd think," one young mother says. "In our case it definitely meant buying a new house."

It meant the same thing to 67 families in Oskaloosa who found the old house bulging at the seams when their families increased. (This accounts for 15% of all new houses built.)

Why do Oskaloosa's bigger families trade up to the new house? An extra bedroom isn't the only answer. Thirty-three families said they needed something more. "More yard space to play in, the same kind of space indoors when weather is bad, an extra bath, less steps to climb up and down, and as many built-ins as possible to keep the house looking neat."

One young mother added: "Don't forget the kids bring home friends to stay the night. This means you've got to have room for overnight guests. We solved that problem in our new house with built-in bunk beds in our son's room. When our two daughters have an all-night pajama party, all the girls bunk down in the family room. What did we ever do without it?"



PLAN shows how easily new house can cope with parents and children. Lower floor opens onto grade so that study and boys' rooms share view. Parents and girls' bedrooms are above. House has zoned heating and cooling, commercial-sized laundry. Architect: Amos Emery; Builder: Albert Jones, above.

PHOTOS: H&H STAFF



OLDER HOUSE was too big when children grew up so family traded up to the speculative house at right. New house has one-floor convenience, is in a newly developed area. Kitchen in this house included wall oven, table-top gas range, stainless steel sinks. Builder: Sparks.



GEORGE JOHNSON

People trade up because children grow up



OLDER HOUSE, above, was purchased by doctor for offices when couple whose family grew up decided to move into new development, below. New house has two bedrooms, one bath, attached garage; occupants plan to add outdoor barbecue at back. Builder of new house: Hubert Evans, right.

"If the children are grown and you can take life a little easier, why shouldn't you?" said one couple who moved from an old two-story house into a smaller new house all on one floor.

Fifty-six Oskaloosa families (over 12% of the new house owners) moved from their bigger old houses into new houses in new developments because their children are grown up.

About half of these couples came from surrounding farms—which their children now operate—to retire and live more leisurely in the county seat.

What do these buyers want most of all?

Less house to keep up, an adequate lawn for gardening, and an extra bedroom "to sleep the grandchildren in when they come to stay overnight." Most buyers in this group put less emphasis on kitchen built-ins than do other Oskaloosans. Some retired families prefer to bring their free-standing stoves and refrigerators with them to the new house.



GEORGE JOHNSON





People trade up because they are moving up

"Hardly anybody still lives where he did ten years ago," says Lumber Dealer Paul Mathew.

Altogether almost one-third of Oskaloosa's entire population has traded up to a new house or to a better old house.

What makes all this trading up possible?

"The good years we've had since the war," says Banker Billy McKee. "All the new houses and all the trading up wouldn't have been possible if it hadn't been for the prosperity we've had in the last ten years. It seems to me that almost everybody's better off and able to live at least a little better."

"Another thing that's helped make it possible for people to buy a new house is the equity they have in their older house—and the fact that there's a good market for good old houses," says Realtor Walter Reasoner.

The houses at right are dramatic examples. At top, is one of Oskaloosa's new houses bought by the family who had owned the older, well kept brick house below. Brick house was purchased by family who traded up from middle house. This house was, in turn, bought by family who had rented the fourth house. It was rented by people who traded up from rental apartment, bottom.

Much of the old houses' salability lies in the way owners fix them up and keep them up. "A good share of our business is with the do-it-yourself trade," says Lumber Dealer R. V. Porter. "Around here people are always doing something to their houses. Sometimes it's a new coat of paint, sometimes they decide to add something on or take something off. Sometimes it's as simple as a man wanting to build a barbecue in his backyard, but always, they are doing something to their houses."

Because they do, because there are better old houses as well as better new houses, everybody in Oskaloosa trades up as he moves up.

HOUSE & HOME interviewed personally and by telephone 310 of the 443 new-house owners in Oskaloosa. Statistics derived from this 70% sampling have been applied to the total of 443 in tabulating the reasons Oskaloosans gave for trading up.

HOUSE & HOME wishes to thank the people of Oskaloosa who contributed so wholeheartedly to this survey and especially the Oskaloosa Daily Herald and radio station KBOE whose local announcements of the research project helped to make it successful. / END



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From the Small Homes Short Course: new answers to ...

Five hot questions for today's cost-conscious builders

Like you, the intent men looking over the nail-glued plywood girder are eager to get a line on new ideas, new methods and new developments in home building. To do just that, they—and some 400 other builders, architects and lumber dealers—attended the 13th annual Short Course of the University of Illinois Small Homes Council.

For two days the visiting professionals listened to reports on small homes research, peered at exhibits and sat in on seminars. Listening, peering and sitting in with them was HOUSE & HOME Associate Editor Arthur D. Piper, himself an architectural graduate and licensed builder. His assignment: skim off the cream of the course for HOUSE & HOME readers who could not attend. The cream, as Piper skimmed

it, turned out to be SHC's answers to five timely questions:

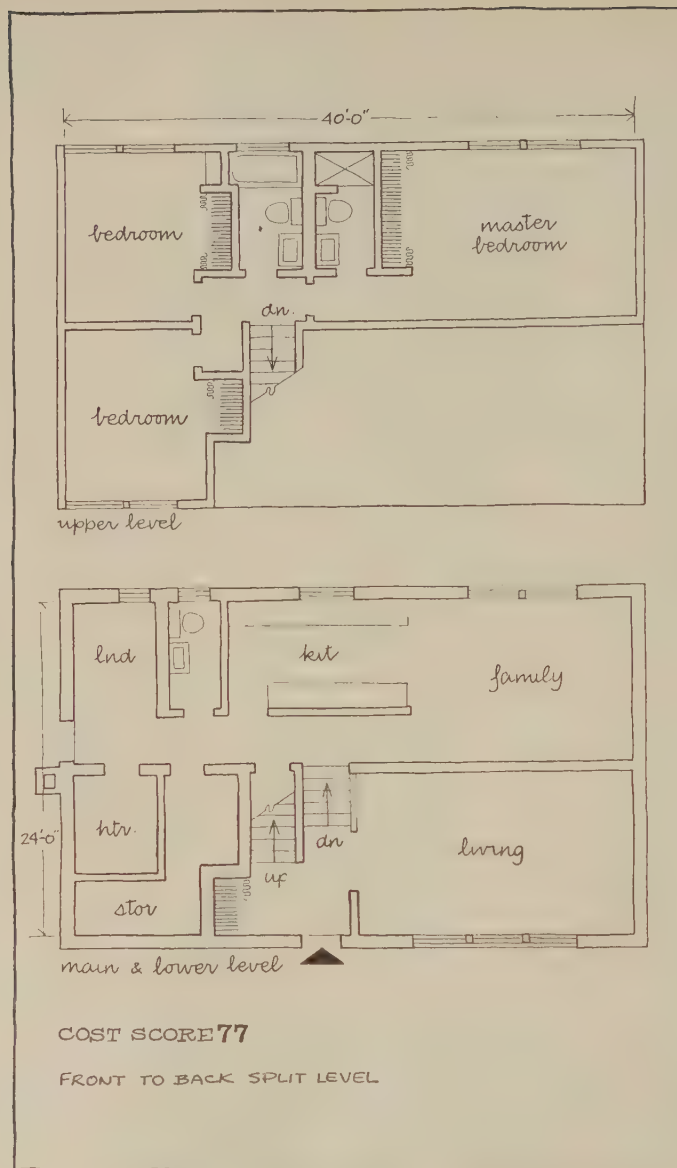
1. What type of house gives you the most for your building dollar—ranch, story-and-a-half, two-story, two-story with split-level entrance, side-to-side split or front-to-back split? Answer: page 106.

2. What width house is cheapest to build? Answer: page 108.

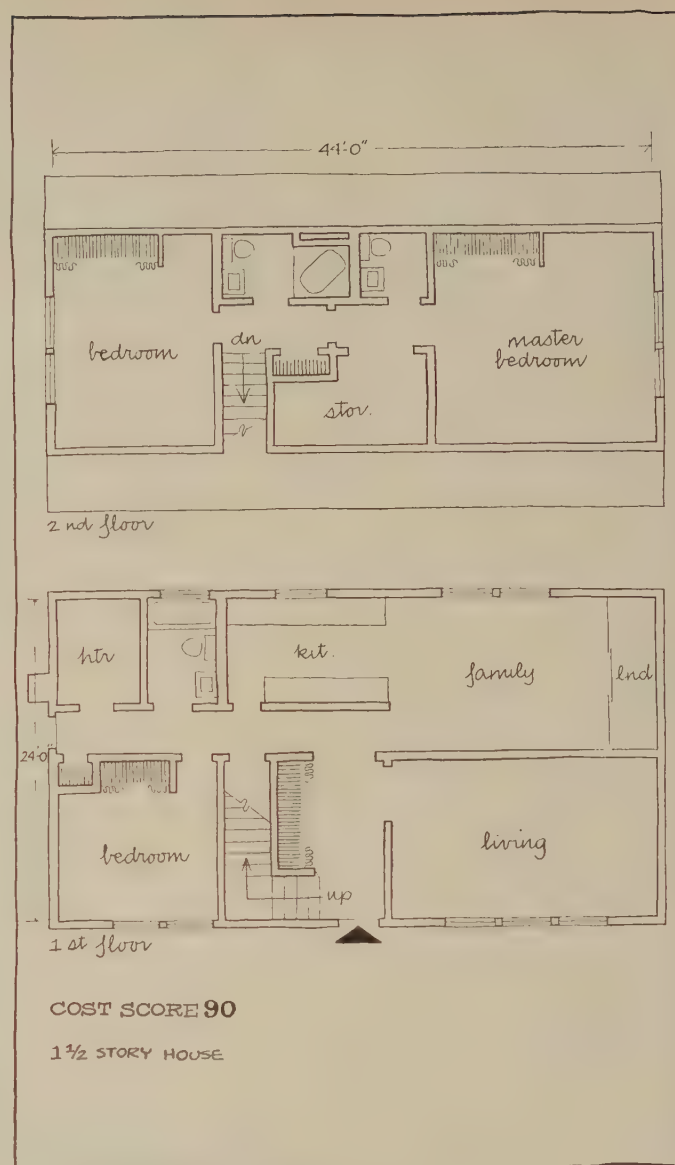
3. What's wrong with the way most attics are vented? Answer: page 110.

4. How should you orient an air-conditioned house? Answer: page 111.

5. How can you design a gable-end overhang with a truss roof? Answer: page 111.



CHEAPEST TO BUILD, says the Small Homes Council, is the front-to-back split level. Costs are low because the laundry, heater and storage areas can be put into cheap space within the foundation walls. This kind of space, SHC points out, requires no insulation. The lower level of this house is on slab, often considered an undesirable feature. The house has no "bonuses" (see explanation below).



MOST EXPENSIVE TO BUILD is the story-and-a-half. Costs are boosted by the extra roof area—the roof pitch is 15-in-12—and loss of usable living space to the halls and stairs. The second floor has a 5' knee wall. No dormers are needed because the bathrooms are artificially lighted and ventilated. This house has two "bonuses": upstairs bedrooms that are larger than required and extra storage upstairs.

1. You get the most livability for your building

Livability, says SHC, is the key to the true value of a house. As one Short Course speaker put it: "You can't judge a house by its square footage—it's the accommodations that count."

So SHC set up 12 livability requirements, designed six houses of different types (see floor plans above) to meet these requirements and estimated the cost of building each. Features of each house not called for in the 12 requirements were labeled "bonuses" and did not figure in the final cost scores.

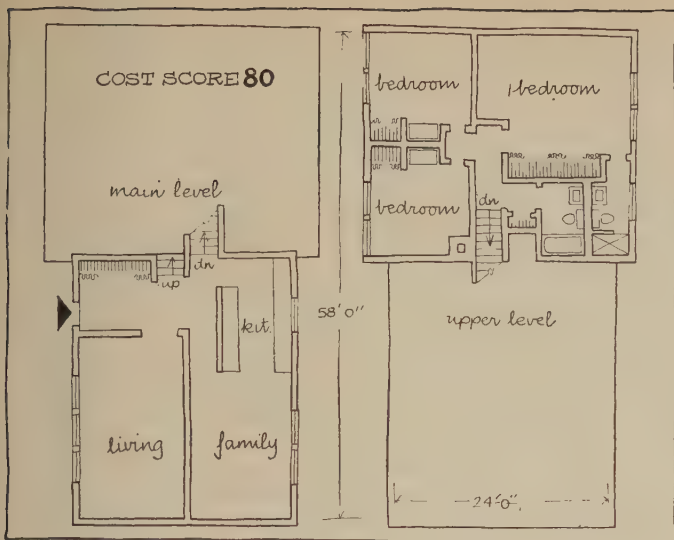
Results surprised even SHC's experts. The house that gives most for the money is the front-to-back split level. Its comparative cost score: 77. The house that gives least is the supposedly economical story-and-a-half. Its comparative cost score: 90. These scores mean simply that for every \$77 you'd spend to build the basic winning split, you'd spend \$90 to get equal livability in the tail-end story-and-a-half.

Following the winner in order are the side-to-side split (80), the one-story-on-slab (82), the two-story (84) and the two-story split-level entrance (85).

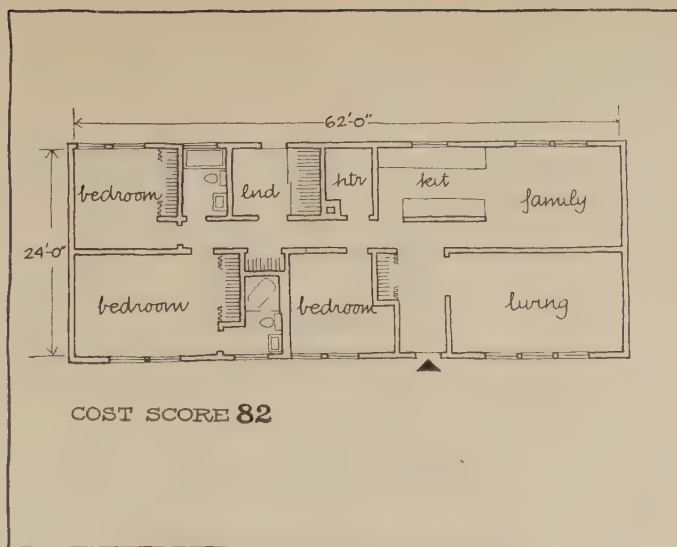
The big question: "Why these results?"

Says SHC: The three factors that affected costs most were 1) the amount of foundation needed, 2) the amount of exterior walls needed and 3) the amount of insulation needed, especially for below-grade areas. On all three counts, the front-to-back split and the runner-up side-to-side split fared well. The larger side-to-side split also has a couple of "bonuses", which, SHC feels, might make it the best buy of all (you'll find a summary of SHC's comments about each house in the captions under each plan above).

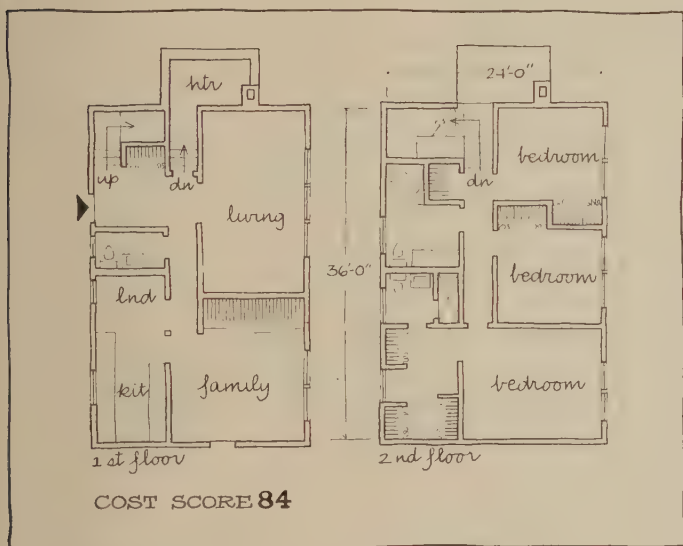
SHC's study covered basic houses—not finished ones. It



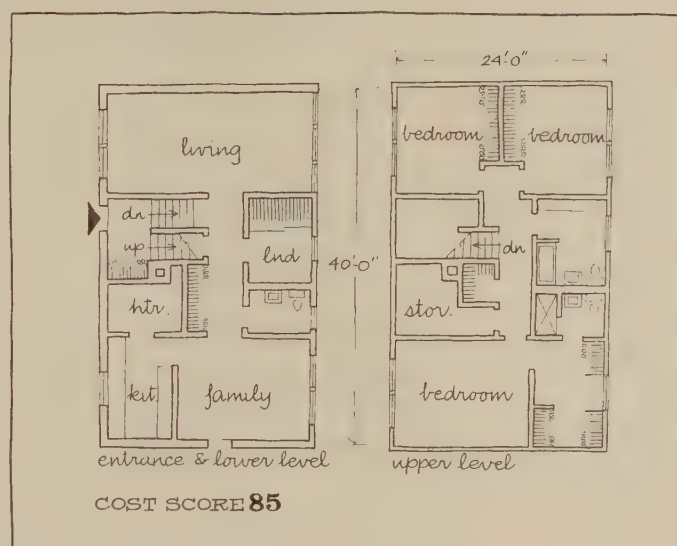
SIDE-TO-SIDE SPLIT, like the front-to-back split, has service areas in low-cost space. Its "bonuses": a slightly oversize master bedroom and 350 sq. ft. of unassigned area on the lower level.



ONE-STORY HOUSE has no basement, suffers from the sheer size needed to satisfy SHC's 12 requirements. Secondary areas—storage, heating, laundry—must go into prime space. "Bonuses": none.



TWO-STORY HOUSE over crawl space has biggest over-all area for the money but loses valuable living space to halls and stairs. "Bonuses": oversize entrance hall, dressing room off master bedroom.



TWO-STORY WITH SPLIT ENTRY has living level 2' below grade. This area needs insulation outside masonry walls, furring and finish wall inside. "Bonuses": dressing room, oversize living room and bath.

dollar with a front-to-back split level

did not include items that would cost the same for all six houses. The items left out: plumbing, heating, wiring and electrical fixtures; tilework, cabinetwork, appliances, profit, overhead and taxes.

Here are SHC's 12 livability requirements:

1. Master bedroom and two other bedrooms. Minimum room size: 11' 6" x 9'; 3' on each side of beds plus 2' for furniture like a desk; 4' of closet for each person using the room.
2. Two-and-one-half baths in multi-level houses; two baths in one-story houses. One bath must open off the master bedroom.
3. Living room without through traffic or entrance doors. Size: 12' x 20'.

4. Separate entrance hall.
5. Kitchen. Size 8' x 12'.
6. Family room on the same level as the kitchen. Size: 12' x 16'.
7. Laundry area. Size 2' 6" deep and 8' wide with a working area 3' 6" deep in front of the equipment.
8. Heater room on an outside wall so an air-cooled condenser can be added. Size: 6' x 8'.
9. Storage with a net area of 30 sq. ft. The rest of the required storage is in the garage.
10. Floor covering throughout (asphalt tile was specified).
11. If walls of laundry, heater and storage areas are masonry, they can be left unfinished, but if frame, they must be drywalled.
12. Slabs below grade need not be insulated. Walls must have 2" batt insulation, ceiling 4" batt insulation.

What width house is cheapest? Turn the page

2. Why today's cheapest house width is 28' or 40'

The graph at right tells the story as the Small Homes Council sees it: if you use a 2-in-12 pitch roof—and that is the cheapest pitch if you build with trusses—you get most for your money with a house that's either 28' or 40' wide.

At these widths you make optimum use of the truss members—you get maximum service from 2x4 chords at 28', from 2x6 chords at 40'.

SHC's conclusions stem from an analysis of what it would cost to build a 1,500 sq. ft., one-story basic house with a rectangular floor plan and a slab floor. The site was assumed to be high and level.

Current findings differ from those of a similar SHC analysis made in 1953. At that time the most economical width was found to be 24'. Why the change? SHC cites three reasons:

1. Today's nail-glued trusses are more economical at greater spans than the ring-connected trusses previously available.

2. Asphalt shingles, previously acceptable for roof pitches

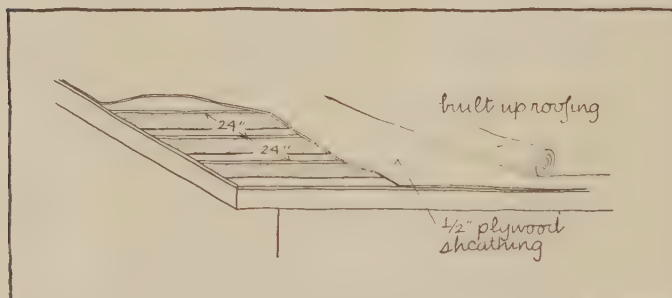
of no less than 4-in-12, have been improved and can now be used on 2-in-12 roofs. And a 28' span with a 2-in-12 pitch has no more roof area than a 24' span with a 4-in-12 pitch.

3. Labor costs have gone up faster than materials costs. And although a 28' roof needs more material than a 24' roof, it needs little more labor.

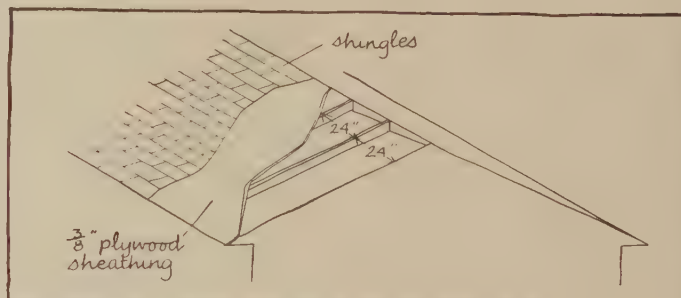
Of course, SHC observes, the cost of other parts of the house also change as you alter its span. For instance: wall and foundation unit costs decrease as the span increases because the house comes closer to a square which is cheaper to build than any other plan. But roof costs vary most as house spans change, so span is the No. 1 cost factor.

Not included in SHC's theoretical shell house were the following: doors, windows, partitions, facias, soffits, interior and exterior trim, painting and other decorating, attic insulation, floor coverings, corner bracing and anchorage, plumbing, heating and wiring. See below for cost breakdown of components, materials and labor included in the analysis.

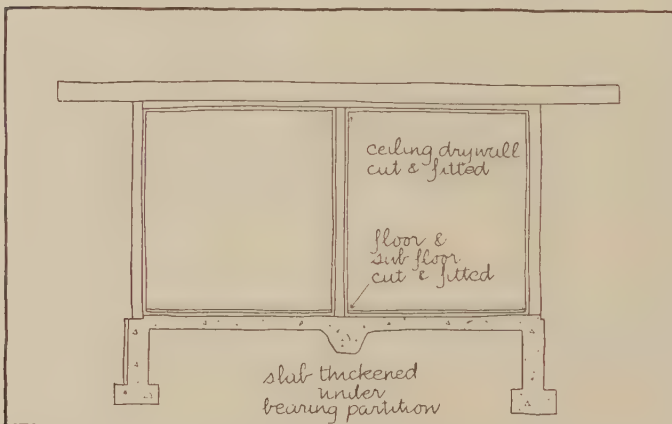
And here's why a flat roof will cost you more at any width



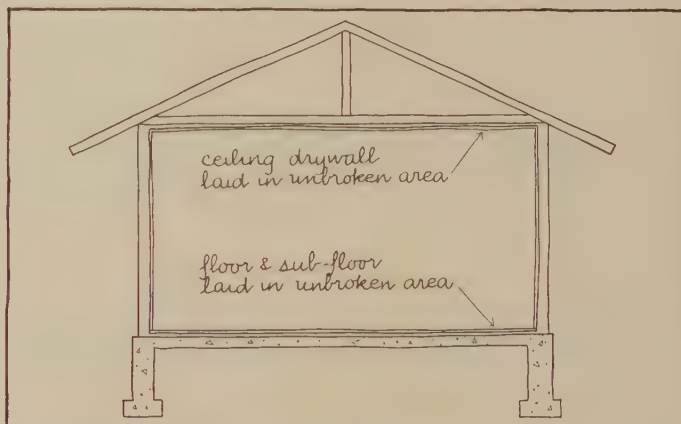
Flat roofs cost less to frame than pitched roofs, but the savings are more than offset by the need for heavier plywood sheathing and built-up roofing instead of shingles.



Pitched roofs cost more to frame than flat roofs, but the extra cost is more than offset by using lighter plywood sheathing and asphalt shingles instead of built-up roofing.



Flat-roofed houses need a bearing partition, under which the slab must be strengthened. Also, the drywall must be cut and fitted to the partition at the ceiling and end walls.



Pitched-roof houses need no bearing partition because trusses span wall-to-wall. Drywall can be applied in unbroken sheets, needn't be cut and fitted ("one-room" technique).

SHC's over-all costs are based on these costs of in-place components

In-place components

Slab, bed and ground cover—37¢/sq. ft.

Thickened slab under bearing wall—\$1.40/lin. ft.

Footings, block wall, edge insulation and termite shield—\$4.77/lin. ft.

Tip-up wall with 2x4 studs 24" o.c., gypsum sheathing and asbestos-cement

board siding—\$43.19/100 sq. ft. of wall.

1/2" gypsum wallboard for non-bearing partitions—\$16.41/100 sq. ft. of wall.

1/2" gypsum wallboard for bearing partitions—\$20/100 sq. ft. of wall.

1/2" gypsum board for ceiling with no bearing partition—\$16.42/100 sq. ft. of floor.

1/2" gypsum board for ceiling with bear-

ing partition—\$20.02/100 sq. ft. of floor.

Wall insulation—\$7.58/100 sq. ft. of wall.

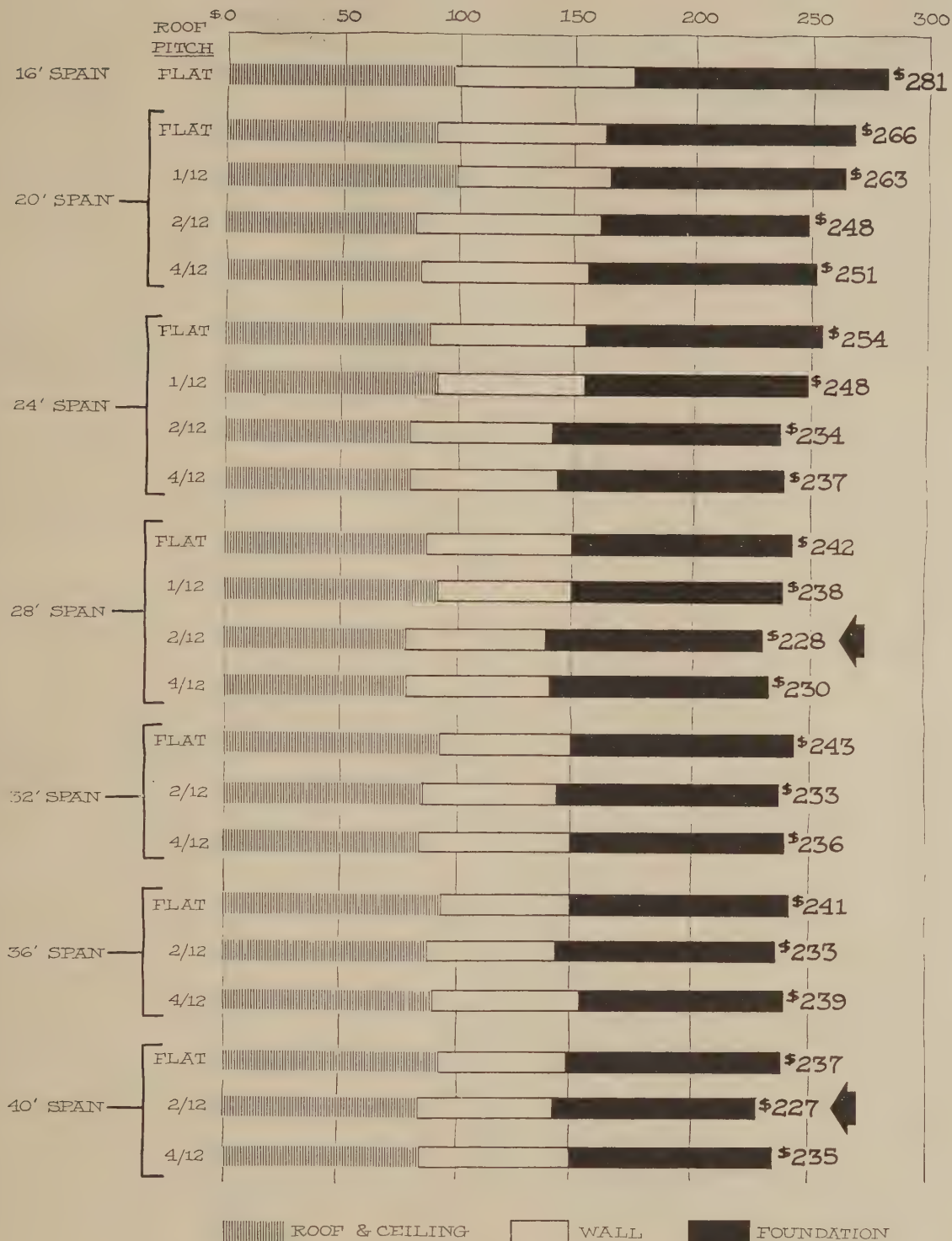
Built-up roof—\$22.90/square.

6" galvanized gravel stop for built-up roof—15¢/lin. ft.

Metal edge for low-slope shingle roof—10¢/lin. ft.

HOW ROOF SPAN AND PITCH AFFECT COST OF BASIC HOUSE

COSTS PER 100 SQ. FT.



... and these costs of other materials and labor

Labor rates

Carpenter foreman, \$3.25; carpenter, \$3; laborer, \$1.75; roofing foreman, \$3.20; roofer, \$2.85.

Lumber

2x4s, to 16'—\$145/1,000 bd. ft.
 2x4s, 18'-20'—\$155/1,000 bd. ft.

2x4s, 22'-24'—\$165/1,000 bd. ft.
 2x6s, to 16'—\$150/1,000 bd. ft.
 2x6s, 18'-20'—\$165/1,000 bd. ft.
 2x6s, 22'-24'—\$170/1,000 bd. ft.
 1x4s—\$145/1,000 bd. ft.
 1x6s—\$145/1,000 bd. ft.
 1/2" plywood—18¢/sq. ft.
 5/16" plywood—11.6¢/sq. ft.
 3/8" plywood—13.1¢/sq. ft.

Glue—75¢/truss.
 Nails—13¢/lb.

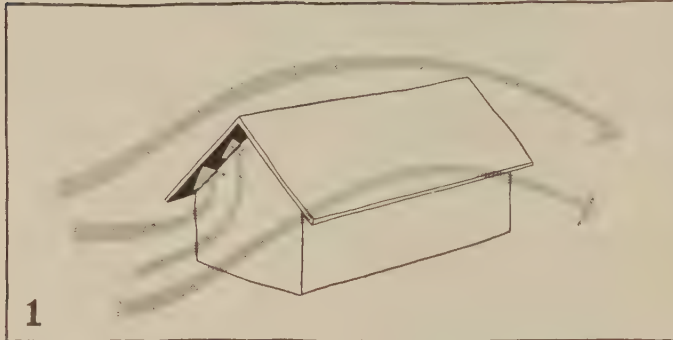
Roofing

3-in-1 asphalt strip 210 lb. shingles—\$7.65/square.
 Shingles with cement tab—\$8.59/square.
 15 lb. felt—92 1/4 ¢/square.

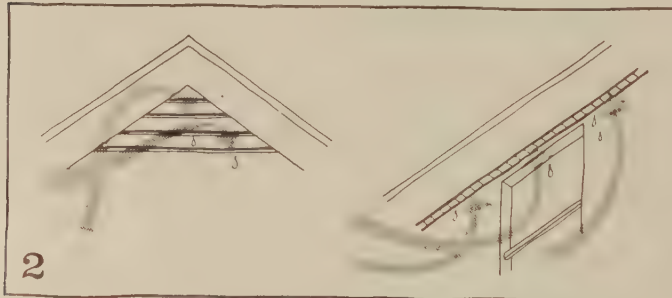
For three more SHC tips, turn the page

3. How you can do a better job of venting attics

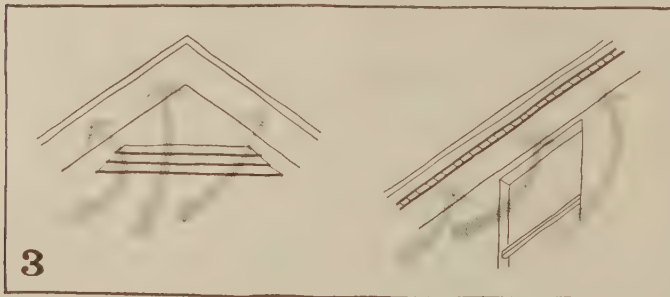
A well vented attic can provide more comfort at less cost than just about anything else in a house. But, says SHC, many attics being built today are not well vented. Reason: vents invite the rain in. Here's why and what to do about it:



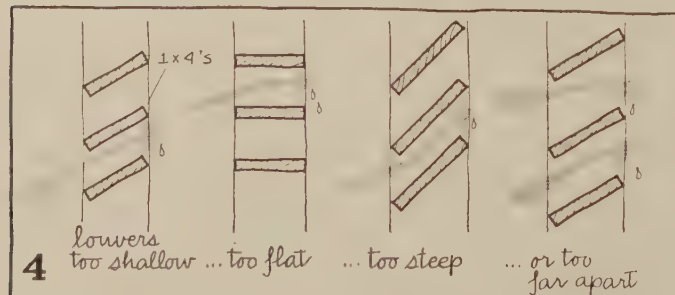
First, a word about air currents. As they push against a house, they're deflected up. This creates high-pressure areas under soffits and gable-end overhangs. And rain or snow is driven up into these high-pressure areas.



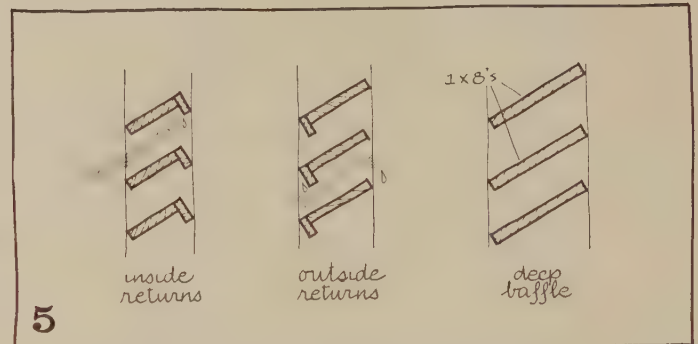
Most attic vents are up under the overhangs in the high-pressure areas. The result is obvious—rain and snow are forced into the attic. In other words, attic vents are usually in the worst possible place.



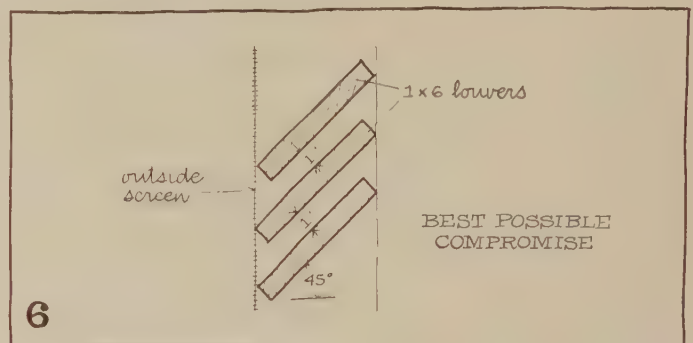
The solution: put vents in moderate pressure areas as shown above. Eave overhangs vent as well as ever; gable-end vents must be slightly larger to move hot air from under the ridge. But you'll get a lot less rain in the attic.



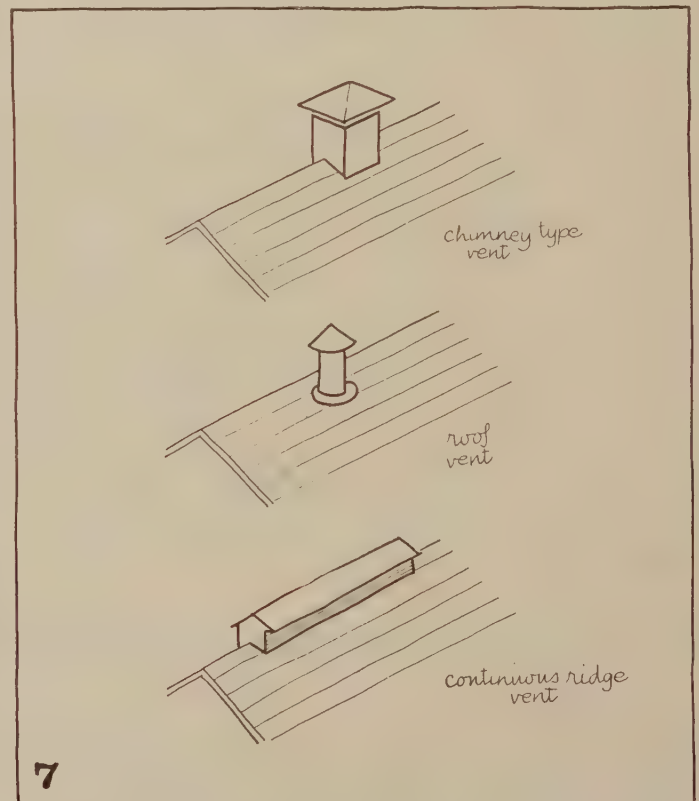
But vent location is only part of the problem. Louvered baffles—used in most vents—also help the rain in. This is because of any of three faults: your louvers may be 1) at the wrong angle, 2) too far apart, or 3) too shallow.



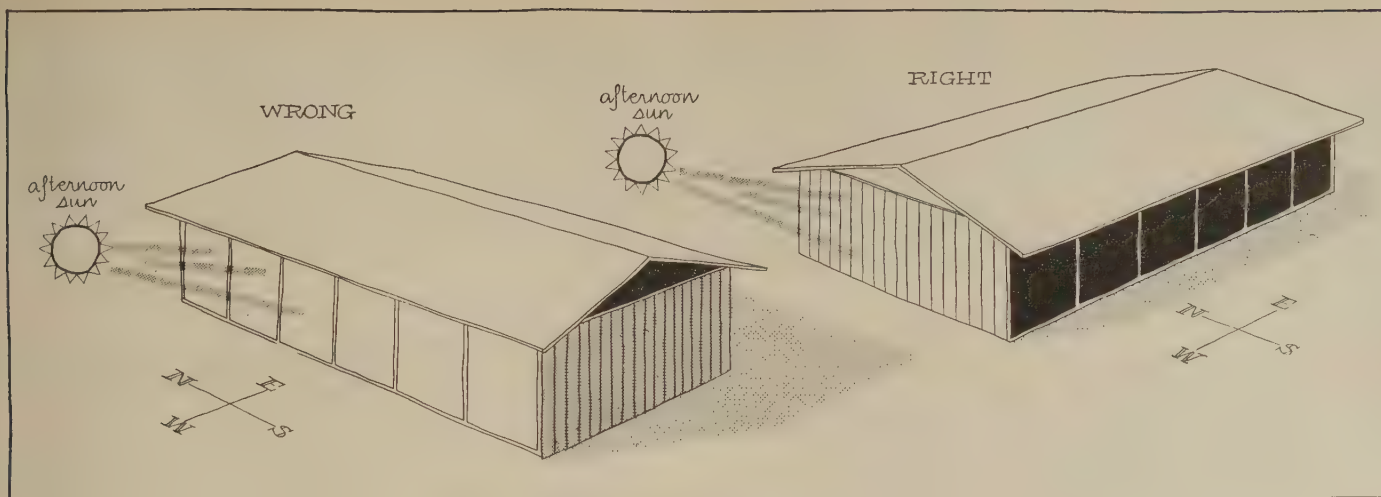
So SHC tried outside and inside returns (left and center) and extra-deep louvers (right). Returns provided fine drips, but water falling from the drips was driven back into the attic. Deep louvers did the job but cost too much.



Then SHC came up with a compromise—louvers that do as good a job as possible at reasonable cost. As you see above, the louvers are 6" deep, 1" apart and set at 45 deg. angles. But the compromise is far from perfect.



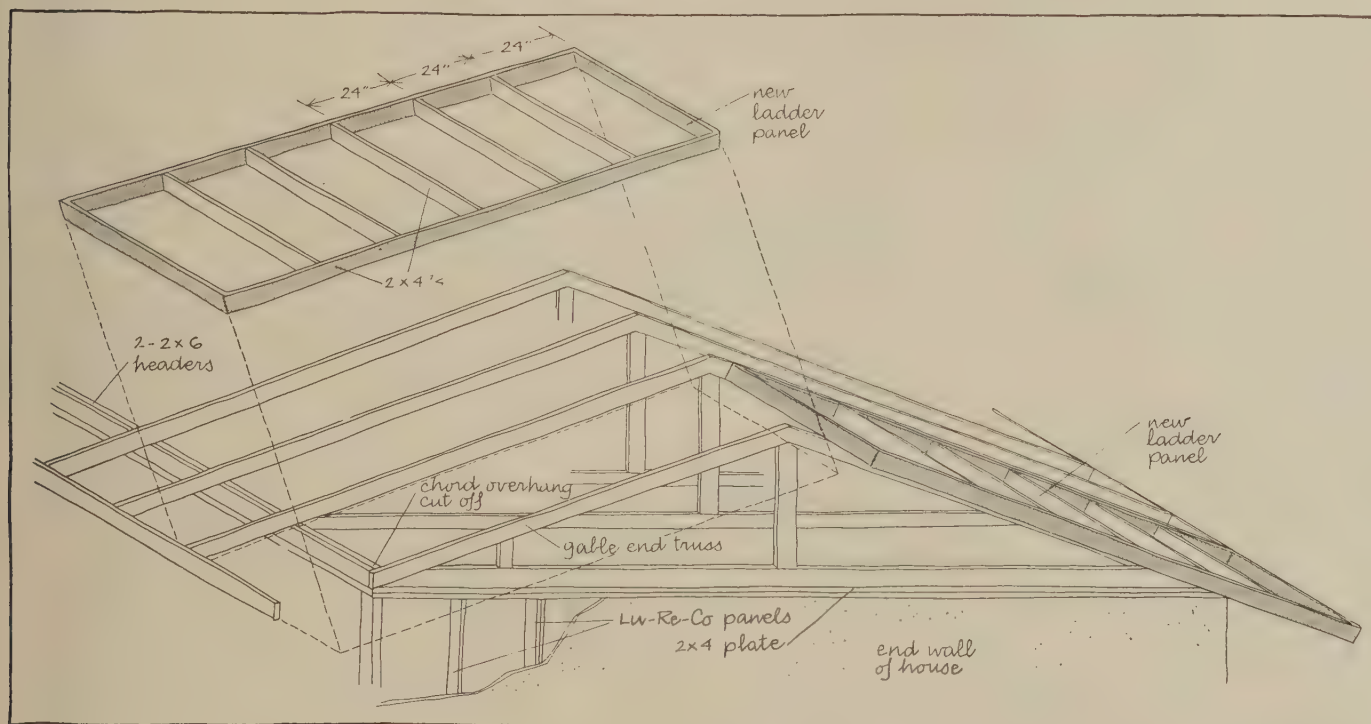
So maybe you'll be wise to forget louvers and consider vents like the ones above. They exhaust hot air from the ideal place—under the ridge—and keep out rain and snow. SHC is developing them, hopes to have working details soon.



4. How to site an air-conditioned house

"If your houses have year-round air conditioning, you pay a big penalty for poor orientation," builders at the Short Course were warned. Main reason: careless orientation (left, above) can add as much as \$500 in extra air-conditioning equipment to your house. Five things SHC says to keep in

mind (illustrated at right above): 1) face the broad sides north and south; 2) keep the south side clear of obstructions; 3) use large windows on the south wall, small ones on other walls; 4) use roof overhangs, especially on the south (see page 136); 5) keep shade trees on north, east and west sides.



5. How to build a gable overhang for truss roofs

"This will save you money if you're using trusses," builders at the Short Course were told. "This" is SHC's solution to what has always been a tough problem for truss roof builders: how to get a gable-end overhang at reasonable cost. Here's how it works:

A 2' overhang is provided by a new ladder panel. The panel—installed in the same plane as the rest of the roof—is 4' wide. It's made of 2x4s, and the ladder rungs are 2' o.c.

The panel, designed to work with the Lu-Re-Co panel system, requires only two minor modifications in the system:

1) the double 2x6 header usually used over the end-wall panels is replaced by a 2x4 plate, which is laid flat; 2) the top-chord overhangs of the gable-end truss are cut off. Result: the gable end truss drops 3 3/8", and the new ladder panel rides on top of it without breaking the roofline.

A bonus feature is easy attic ventilation. Air flows between the rungs of the ladder panel and over the end truss. Vents in gable-end soffit take the place of gable-end louvers.

SHC is developing the new panel under an NAHB research grant, expects to iron out all wrinkles by summer./END



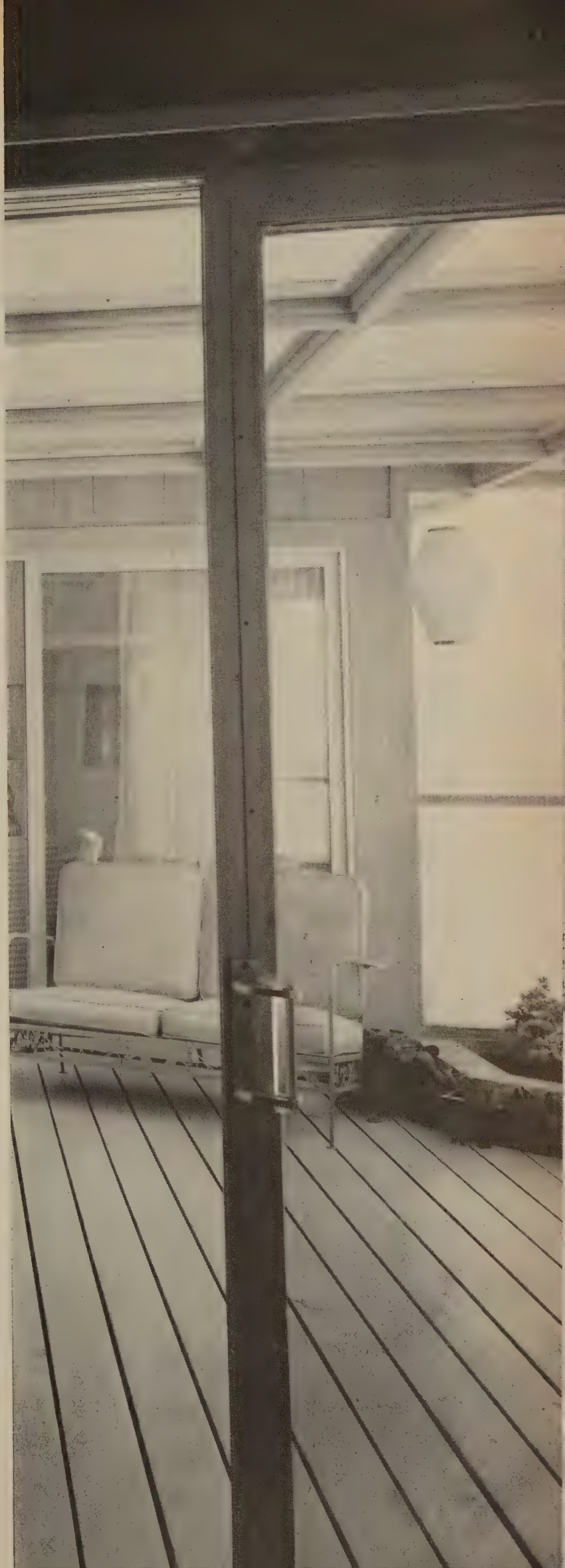
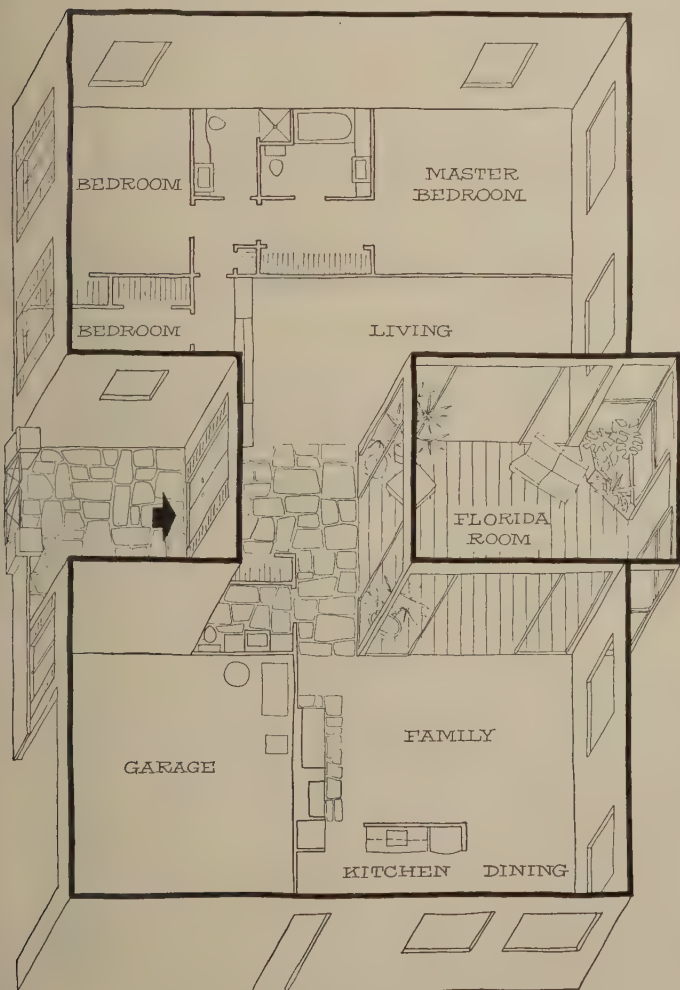
The Florida room goes north

A Florida room, complete with screened roof and walls—plus other reminders of tropical indoor-outdoor living—was drawing crowds this winter in snow covered Fort Wayne, Ind.

If builders John and Jack Worthman are as right in spotting this idea as they have been with other trends, their northern version of the Florida room may prove to be big news for the 1958 house.

The Worthmans' Florida room is a 16' x 21' indoor-outdoor room, open to the living room, the entrance foyer, and the family room-kitchen through sliding glass. Its end wall is screened; its roof, screened panels on a wooden framework; its floor, 2x6s spaced to let rain fall through. (In its native state, the Florida room ranges all the way from an old-fashioned sunroom modernized with jalousies to a screened-in tropical garden.) The Worthmans planned the room as a May-through-October attraction; but when they covered the screen with a plastic film for their New Year's Day opening, they found the room warm enough for parties on all but the coldest days.

The Florida room is the star—but not the sole—attraction of the Worthmans' \$42,550 "1958 Trend House." For the others, turn the page . . .



Florida room house

shows five other trends

Sharing the spotlight with the Florida room in the Worthmans' 1958 Trend House are the five other features shown on these pages. Says smart merchandiser Jack Worthman: "The entire house is planned to stimulate buyers' interest, to give visitors something to talk about and remember.

"We wanted a showy spectacular house. But you should understand it is not supposed to be a regular model house which we will duplicate over and over again. We just wanted to show a lot of good ideas so we could give each buyer a starting point toward an individual version to meet his particular preferences."

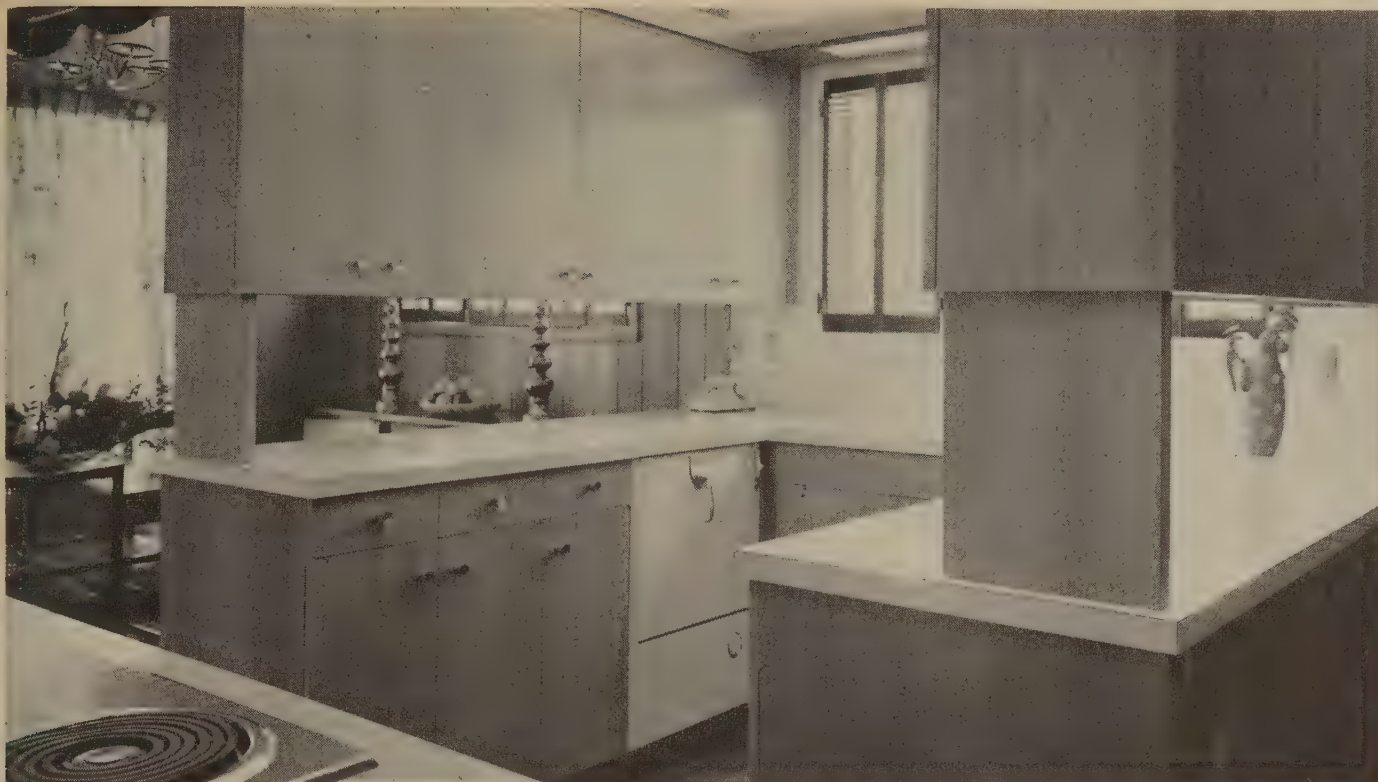


1 Entrance is impressive, has double front doors opening to stone-floored foyer. Glass doors at rear lead to Florida room.

2 Family room (below) is designed to dramatize to owners of older houses the new kind of informal family living. Fireplace and barbecue in stone wall at right are flanked by oven in kitchen (which

is behind paneled wall). Separate dining area (left rear), which Worthmans say is popular with most of their buyers, is handy to both kitchen and family room. Floor is cork tile.

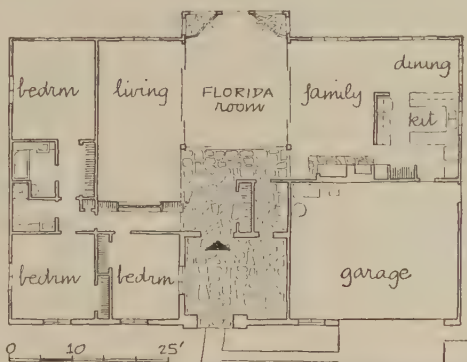




3 Compact kitchen appeals to women who do all their own work and who are tired of large, walk-a-mile kitchens in old houses.

Here within arm's reach are all the built-in appliances including washer and dryer (just out of photo to the right).

4 As the plan (right) shows, the central foyer and the Florida room serve to divide the informal, daytime living area from both the formal living room and the bedroom area. The plan will appeal to almost any family that consists of different age groups. Small children can sleep and parents can enjoy the quiet of the living room despite the noise of teen-age activity in the family room. Doors can be added between family-room and foyer.



5 Oversize bathrooms feature expensive wallpaper, Scandinavian lighting fixtures, ceramic tile, enclosed toilet tanks, and a lot of

counter area and storage space. Though located on an exterior wall, the bathrooms have no windows.



To see the trend-setting ideas that brought people out to the Worthmans' houses in previous years, turn the page

Earlier "Trend Houses"

were also tryouts for new ideas

Year after year, John and Jack Worthman have unveiled their best new ideas in an annual Trend House (this year's Florida-room house is the tenth in the series). And year after year, because most of their new ideas were good—and were well merchandised—the Worthmans have sold a million dollars worth of new houses.

The Trend House is always a furnished, landscaped house designed—as it is this year—as a showcase for new ideas.

The Trend House is not, in the usual sense, a model house. To avoid look-alike houses, the Worthmans do not try to get repeat orders for the same house. Rather, they use the Trend House to:

... get orders for custom houses incorporating any or all

of the trend ideas that the individual buyer likes and wants.

... get an indication of the popularity of the trend ideas so they can use the best of them, scaled down if necessary, in their next group of merchant-built houses (\$16,000 to \$22,000).

Says Jack Worthman: "The Trend Houses are public relations houses. And because you can't sell new ideas on paper, they are our primary means of advertising. They convince prospects that we are imaginative builders who use quality materials, and they whet the public's appetite for a new house."

On this page: some of the trend ideas the Worthmans used to whet the public's appetite in past years.

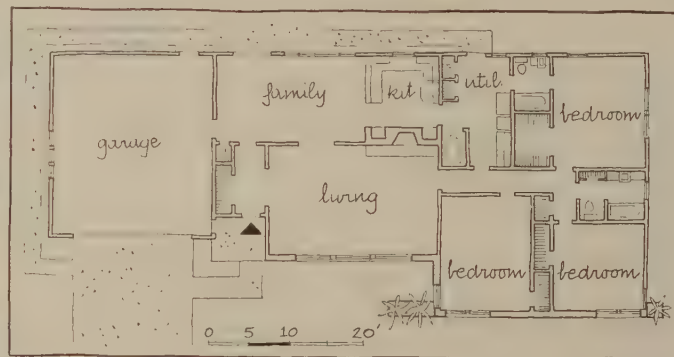


1955 New idea: the luxury model. To learn if families would pay more for a luxury house full of equipment, the Worthmans built this house at \$36,600 and furnished it completely. For contrast, they built a stripped-down house of the same size, priced at \$6,000 less. All buyers wanted the luxury model. Features included a

stone front, heavy shingle roof, big garage, air conditioning, family room with fireplace, fully equipped kitchen, washer-dryer. For the first time the Worthmans tried out the idea of bathrooms without windows but with expensive wallpaper, deluxe lighting, ceramic tile, vanities—a feature of the 1958 Trend House (p. 115, bottom).



1953 New idea: the big two-bedroom house. From market studies, John Worthman learned that many families whose children are grown up want a one-floor house, modern kitchen, easy maintenance, and new features like air conditioning—but only two bedrooms. In this Trend House the second bedroom was furnished like a study, with a sofa bed to accommodate the occasional overnight guest. At \$37,500 this house became a prototype for a number of other two-bedroom houses. Other features: large living room with a corner fireplace, formal dining area, a covered rear porch. Enclosed space: 1,538 sq. ft. plus double garage.



1952 New idea: the Texas-style family room. One purpose of this model was to show the advantages of locating the family room at the back of the house where it can be open to the kitchen. Worthmans' earlier recreation rooms had been separate from both the living room and kitchen—"activity rooms" rather than true family rooms. As the plan shows, the master-bedroom bath in the 1952 Trend House had a door to the utility room, so it could be used as a powder room without guests having to enter the bedroom area. The 550 sq. ft. garage was finished with paper-grained sheetrock to improve its appearance—an idea the Worthmans have used ever since.



1948 New idea: the basementless house. "This basementless house was our first and our lowest cost (\$13,500) Trend House," says John Worthman. "I wanted to prove we could do a good house without a basement—that for the cost of a basement we could add one-

third more space to the ground floor and have a bigger garage, too. We included an activities room and a utility room. We saved money because the chimney was shorter, walls were lower, the sewer was not so deep." The Worthmans have been building slab houses ever since.



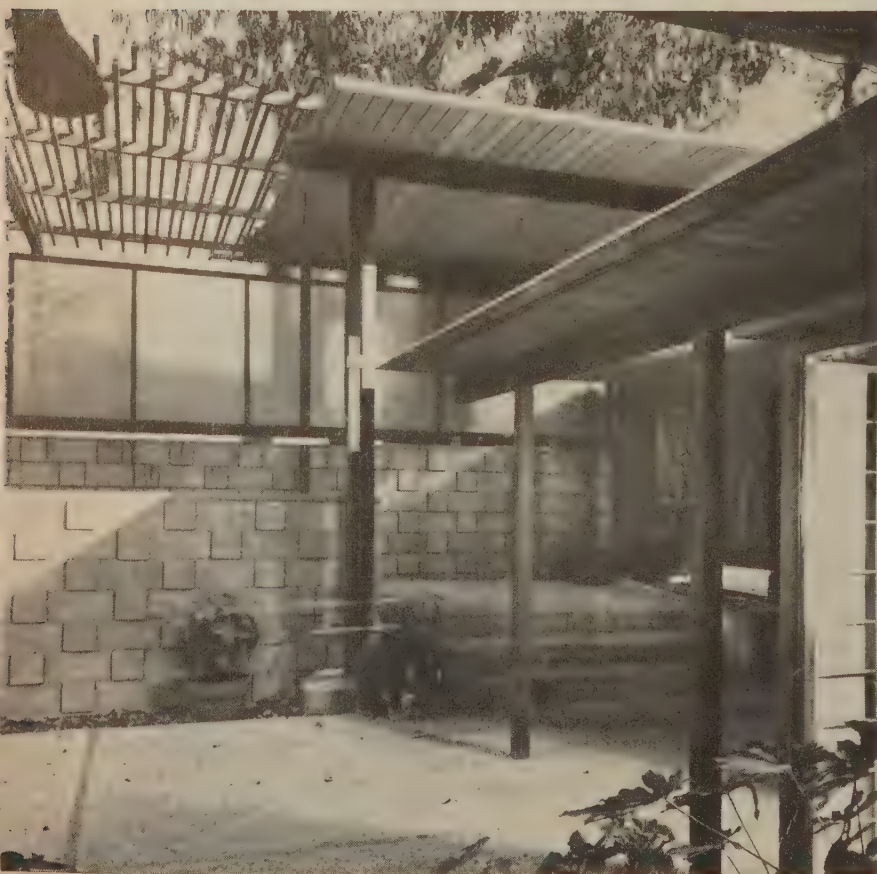
1949 New idea: the enclosed patio. To show upper income families the attractions of patio living the Worthmans built this large one-story basementless Trend House. It has a triangular patio (two sides of the patio were enclosed by the house, and one side by a

fence). Both the living room (shown in the photo) and a 25' x 30' activity room opened to the patio through sliding glass doors. Nine years ago, this was an advanced idea for northern cities. It caught on well, and the Worthmans built a number of different versions./END



HOUSE is raised off ground level by posts supporting deck. This, with paneled exterior and four-gabled roof, add to Japanese effect.

Look what handsome patterns you can make



Most houses conceal the framing and camouflage the joints. This house dramatizes them. Joint treatment like this will become more and more important as more builders use parts instead of pieces and build with panels, because it's more dramatic to emphasize the panels than to try to hide them.

Basic patterns in this house show how east and west have met in design influences. Japanese houses have long had similar patterns, as do paintings by many of today's artists, like Dutch painter Mondrian.



ENTRANCE COURT gets a variety of patterns just by playing up lines and textures of its materials: wood, glass, concrete block.

LIVING-DINING space was designed as a porch-pavilion so it would completely separate kitchen-guest area from sleeping-studio.

ARCHITECTS: *Smith & Williams*
LOCATION: *Beverly Hills, Calif.*



STRIKING CEILING of living area matches four-fold roof in every change of plane. Ceiling finish is hardwood-veneered plywood.

PHOTOS: JULIUS SHULMAN

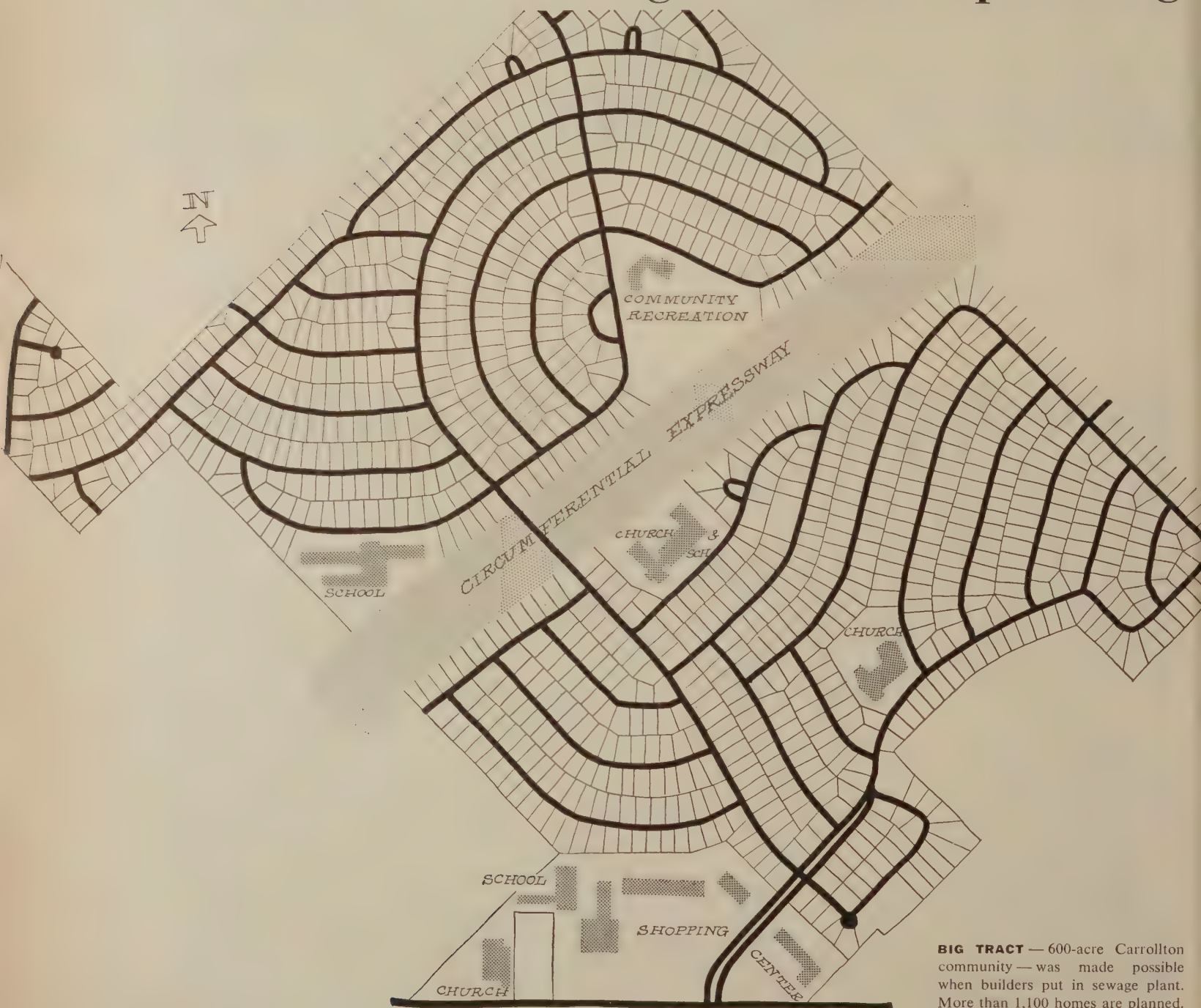
when you let the joints and framing show

INTERIOR repeats bold framing, wall textures and patterns of the exterior so the room will have the feeling of a pavilion.





“You can act big about land planning



BIG TRACT — 600-acre Carrollton community — was made possible when builders put in sewage plant. More than 1,100 homes are planned.



BIG SEWAGE TREATMENT PLANT was built by Fischer & Frichtel to serve their 600-acre tract and the 3,000-acre watershed in which it lies.

if you think big about sewage facilities"

So says Builder Ed Fischer, president of Fischer & Frichtel in St. Louis. Case in point: F&F's ambitious new Carrollton community.

"Carrollton (left) would have been just another so-so development," Fischer point out, "if we hadn't put in our big sewage plant (above)."

Buyers like what they see at Carrollton, have bought more than 200 houses since the opening last year. They like the price range (\$15,450 to \$19,150). And they like planning for complete community facilities—a 22-acre shopping center, town hall, schools, churches, parks and a recreation area with swimming pools, ball diamonds and tennis courts.

But neither the price nor the community facilities would have been possible if the builders had used septic tanks instead of the sewer system that serves not only their 600-acre tract but also the 3,000-acre watershed in which it lies.

Here's why these strong sales features hinge on a central sewage system

The central sewage system lets Fischer & Frichtel build lower priced houses on smaller lots.

Previously, their land was zoned for half-acre lots—minimum size in that area when septic tanks are used. This was a tough problem. Ed Fischer explains why: "Half-acre lots here mean you have to sell houses for \$20,000 and up. Unfortunately, this part of the county is not the kind of area where people want to pay that price."

But when the builders went ahead with their sewage plant, the county planning board down-zoned their land to 9,000 sq. ft. lots. On the smaller lots, it made sense to build houses priced low enough to meet the market.

The sewage plant makes it feasible to set aside land for complete community facilities.

It permits more houses on F&F's original 220 acres, prompted them to buy 350 more acres for still more houses and encourages building by nearby developers. Result: a high enough concentration of homes to support a shopping center and other facilities.

The sewer system benefits the builders in at least two other ways

1. It has almost doubled land values throughout the whole watershed—pushed the price of F&F's raw acreage from \$1,500 to more than \$2,500.

One reason for the boost is obvious: sewers make the land

more usable for home building. Another is not so obvious: septic tanks happen to have a bad name in the county—the ground simply can't absorb much waste.

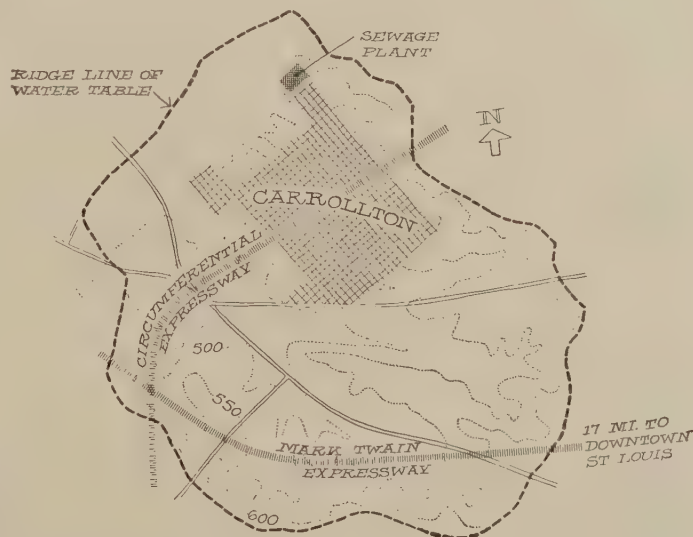
2. It's a source of long-term income.

The partners—Ed and John Fischer and Larry (Bud) Frichtel—set up a subsidiary to run the sewer system as a private utility. So far they've invested heavily. Most of what they've spent has gone into building a trickling-filter treatment plant on a 20-acre site and laying the first 10,000 ft. of trunk lines. But they expect to recover their costs and then some as the area builds up and surrounding tracts hook houses into their system.

And there's one more plus: no more foraging for new land—not for a long time, anyway

Ed Fischer puts it this way: "All this means we don't have to pick up stakes and start looking around for more land to build on. Carrollton is the kind of community that keeps a builder busy and interested for years.

"But, of course, we couldn't have made a go of Carrollton if we hadn't build a sewer system. And we couldn't have swung the sewer system financially if we hadn't made it big enough to serve the area around us."



BIG WATERSHED—3,000 acres—is more usable for home building because houses throughout area can now be hooked into sewers.

For the story of how F&F proceeded, turn the page

*This small stream
is all Fischer & Frichtel need
to take the discharge from . . .*



A sewer system big enough for 15,000 people

The big question is, how did F&F manage it?

How could these builders, starting from scratch, finance and build what some say is the best sewage treatment plant of its kind in Missouri?

Here's what happened:

"Luckily," Ed Fischer says, "the county health board kind of put the pressure on us." But "pressure" is too strong a word, says Clifford Mitchell, the county's sanitation chief. He tells this story of how it started:

"When the builders approached us for permission to build several hundred houses with septic tanks, I suggested we walk the ground and see if there was a chance to connect with public sewers or put in a community plant. It turned out the property lay at the neck of a big watershed that drained north from the city, away from the distant sewered area. So public sewers were out of the question. But it was ideally located for a community plant. We strongly favor private sewage utilities in natural watersheds like this. So I urged they build a treatment plant, at least for their own tract. They went farther—decided on a plant big enough for the whole watershed."

**"We got a lot of advice," Ed Fischer says,
"before we made our decision."**

The partners learned about sewage systems from many sources. Among them were county planners, sanitary engineers, lenders, FHA and VA and other private sewage utilities. All agreed the venture looked sound—and F&F's record of success in other tracts enabled them to get partial financing from a bank.

Their next moves were to form a subsidiary utility company, buy a 20-acre site for the plant, and hire a sanitary engineer to design the plant.

Then they hit a stumbling block: FHA turned thumbs down on a sand filter as a temporary treatment system for the first group of houses.

**So Fischer & Frichtel put in a package plant
for their first 75 homes**

Ed Fischer feels this \$10,000 aeration plant was a key solution to the over-all sewage system development. It solved three problems:

1. It could serve as a permanent complete treatment plant if the big plant was never actually built.
2. It could handle sewage from a small group of homes—

which the big plant could not have treated so efficiently.

3. It can be used later with temporary mains to treat sewage from the first few homes of other tracts in the watershed until trunk lines can be extended to those tracts.

By May, 1957 F&F's own crews had completed the trickling filter plant pictured and diagrammed at right. It includes a pumping station, high-rate trickling filter, primary and secondary settling tanks, chlorinator, a rotary sludge dryer (no sludge drying beds are required) and a control office. The latter includes power equipment, chemical laboratory, bath with shower and an office. All controls are automatic, and even at full capacity the plant will require only one full-time operator. (For an explanation of how treatment plants dispose of sewage, see H&H, Feb.)

The present plant can treat sewage for nearly 2,000 homes and can be expanded to serve more than twice as many.

**Rates for using the system and tying into it
are in line with similar charges in the area**

For users outside Carrollton, rates were established by agreement with FHA and local authorities (there are no state controls on rates). Home owners—in Carrollton and in other tracts using F&F's system—pay \$25 a year for sewage service.

Builders in the watershed must pay \$250 per lot or \$750 an acre to hook into the system. This offers other builders a much better economic choice than septic tanks. Here's why:

Septic tanks cost \$500 to \$700 in the area and require half-acre lots. Sewerage costs \$250 for hook-up fees and about \$120 for laterals on small lots. Thus the sewerage costs less than septic tanks and builders can put twice as many houses on an acre, without making heavy investments in their own treatment plants and trunk sewers.

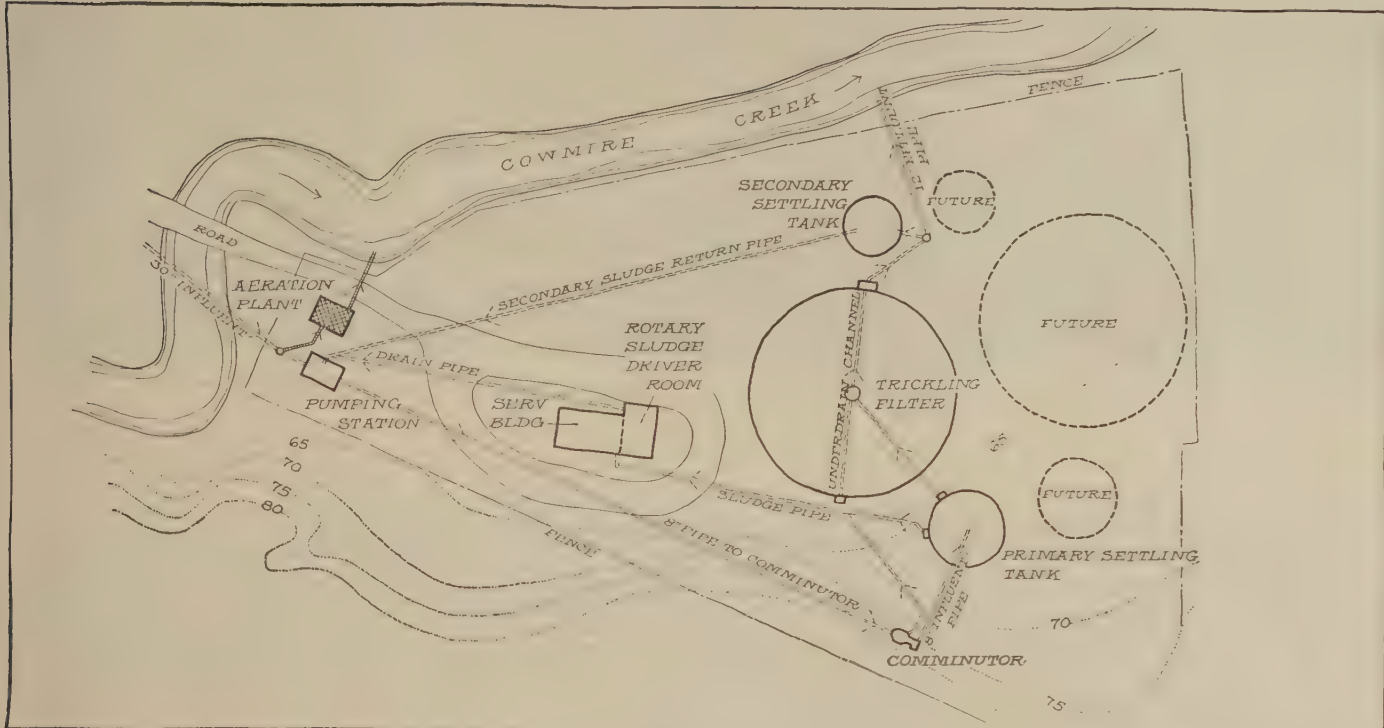
**Initial investment costs were high,
but they will be recovered eventually**

Fischer & Frichtel will not reveal their capital costs to date. They still must negotiate with participating builders and a few industrial clients, acquire easements and install costly trunk sewer lines. Operating costs will be proportionately high until many more homes are served.

But the partners can see nothing but great over-all gains from having decided on the course they took. It is already paying off in sales and surely will lead to long-term income from all the utilities that were made possible once the sewage plant was built./END



SMALL AERATION PLANT provided complete sewage treatment for first 75 homes in Carrollton while F&F built its large trickling filter system. This small plant can be used in the future to serve other builders' houses until permanent sewer trunk lines reach their tracts.



FLOW DESIGN OF SYSTEM shows how small aeration plant (cross-hatched at top of page) took care of sewage treatment for first group of houses while bigger plant (below) was being completed. In the big permanent trickling filter system, raw sewage goes through pumping

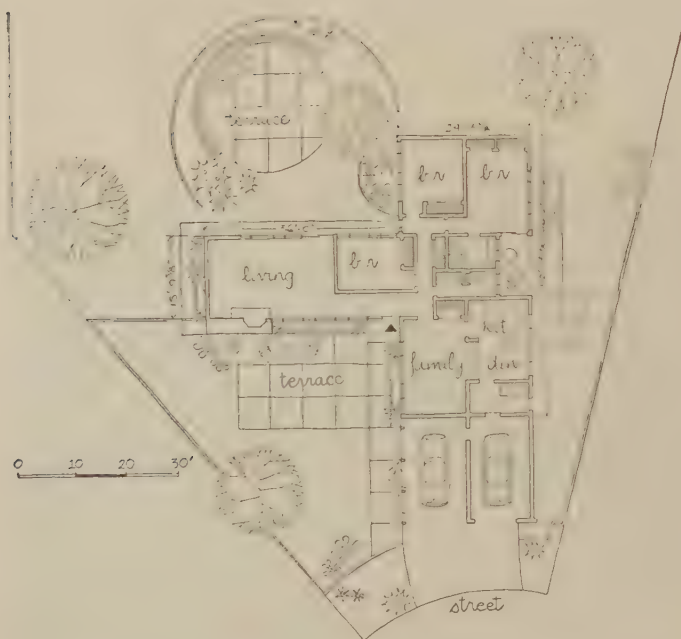
station and comminutor (which breaks up larger parts), then is clarified in (1) first settling tank, (2) trickling filter and (3) final settling tank before discharging into stream. Sludge is vacuum dried in control house (4). The plant can now serve 6,000 people, later serve 15,000./END





COLORFUL FENCES (yellow, salmon and blue) face the street, a cheerful answer to critics who think Contemporary "drab"

These houses have eight "musts" for buyers who want Contemporary



1. Plan is zoned inside and out

Contemporary provides for people who want to use the house for several functions at once; teenagers for a party, parents for quiet entertaining, baby for sleeping. Architect Mogensen solved this multi-use problem by putting a different function into each leg of the "T" plan: 1) family living, 2) quiet living room, 3) bedrooms. Outside, the plan zones the lot into two areas: a quiet area and terrace at the rear and a family yard and terrace, close to the kitchen, in front.

You could look far and wide to find tract houses that offer more of a Contemporary way of living than these.

And a way of living is what people who want Contemporary are looking for—not a collection of design tricks.

So if you want to appeal to a Contemporary-minded market, you should offer a new way of living. Some of the basic "musts" that make this new way of living possible are shown on these and the next four pages.

The new way of living begins outside the house, with a lot large enough to provide for all kinds of family activities and entertaining—and so planned that privacy is assured.

Inside, Contemporary means a plan that lets people use the outdoor areas, and also separates the various activities that take place in the house into separate areas. It also means cheerful, uncluttered rooms.

Architect Mogens Mogensen was so sure people wanted Contemporary houses like these that he built 13 of them himself (in partnership with Builder Dan Cooper).

All sold quickly at \$26,950, on quarter to half acre lots on a hillside site in Hillsdale, Calif., a suburb of San Francisco. But other builders pointed out that these houses were outsold five to one by neighboring "middle-of-the-road" designs also by Architect Mogensen.

2. Roof extends for shade and shelter

Deep (4' in these houses) overhangs screen the summer sun from the house, protect the walls, and keep the glass from rain-spotting. (But overhangs are not intended to keep out winter sun, and in some climates—such as California where these houses were built—the sun in November can be excessively hot.) Overhangs make the house look larger (see page 138) and people walking from the carport to the front door are protected from sun and rain.



3. Indoor-outdoor living is an integral part of the house

Terraces are a good way to give Contemporary buyers good outdoor living. In Mogensen's houses they are protected from winds (and neighbors) by the wings of the house and fences. All the houses have variations on the terrace plan; this one

has a large terrace in the rear, a grass area in front. Shed roofs, like the ones on these houses, are not necessary to the Contemporary concept. These houses could just as well have had low double-pitched roofs.

continued



4. Good traffic pattern is built in

This pleasant entry hall shows one way to do it; you can get to any of the three separate zones of the house through it. You never cross one room to get to another. (Post-and-beam construction, with no airspace under roof, should have extra insulation on top.)



5. Large glass areas make the rooms light and spacious

Above and below are the living rooms in two of Mogensen's houses; they have the large glass areas characteristic of Contemporary design. They show how glass walls seem to extend the rooms outside to the terraces—and they show how well Contemporary interiors absorb any style of furniture.

But large glass areas like these must be used carefully; buyers of these houses found the rooms became overheated when low November sun flooded in. Most glass was fixed; more movable glass (such as sliding doors) or heat retardant glass would have helped.

continued





6. Kitchen and family room work together

The open kitchen next to the family room is basic to the Contemporary concept of informal, quiet living. Here, the large (12' x 15') kitchen above, shares one wing of the house with the family room below. With the door between the two open, the two rooms become one large activity area for the whole family. Closed, the family room can be used

as a dining room for more formal meals. Both rooms are finished in natural mahogany to relate the rooms visually. Cabinets between the rooms open both ways. Kitchen gets maximum light and view because overhead cabinets are limited to solid end wall. Flush surfaces, like the cabinet fronts below, keep housekeeping to a minimum.



7. Maintenance is cut with trim interiors

Contemporary houses reflect today's servantless living: they are built with easily cleaned materials (plastic flooring, glass walls) or materials that need no cleaning at all (natural wood walls and ceiling) as in this bedroom. Every bedroom in these houses has a view through large windows, but in this house the owner found the November sun so strong he put up a trellis screen outside.



8. Sheltered corners contrast with large areas of glass

To give seclusion from the wide-open glass walls typical of Contemporary, rooms can have areas completely closed to the outside as in this living room. Natural materials like the exposed brick and mahogany plywood walls give Contem-

porary houses texture and color in keeping with the informal spirit of Contemporary living. Some buyers of these houses would have liked a sliding glass door instead of the fixed glass wall at left, to make ventilation easier./END



BRAND NAMES WEEK poster materials now available to home builders.

Now is the time to plan a

Brand Names House Warming

Brand Names Week is an extra chance to draw a crowd out to your tract on successive weekends at the start of the new selling season.

Brand Names Week is an opportunity to tie your sales and merchandising to a big promotion being staged in your community by local merchants, newspapers, and radio and TV stations.

Brand Names Week is the high point of a year-round national promotion backed by \$12 million of consumer advertising.

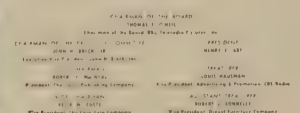
As Henry Abt of Brand Names Foundation points out in his letter (right): "Builders can join with the many thousands of retailers throughout the country who in April will be using Brand Names Week materials at point of sale and in radio, TV, and newspaper advertising."

If your model isn't ready for a "house warming" by mid-April, you can still take advantage of the event by running ads featuring your brand-name products and linking your name to these trusted brand names.

You can get tie-in help from many sources

Your materials suppliers can give you all kinds of brochures, ad mats, mobiles and other sales aids to help you feature the trademarked products you use. Local newspapers and broadcasters are planning city-wide Brand Names Week programs you can take advantage of. Other merchants will help you build up the displays in your model house. Several magazines have point-of-sales aids specially prepared for builders (H&H, April '57). And you can get a free packet of the Brand Names Foundation materials shown above by writing direct to HOUSE & HOME.

If you carry through all year, you may be one of the five builders who will win a Retailer-of-the-Year award (see right). Over the past ten years, hundreds of merchants in many fields have found that the local publicity given to these awards pays off handsomely in added sales.



We are happy to welcome the nation's home builders to the ranks of retailers taking part in Brand Names Week April 13-20, and in our annual "Brand Names Retailer-of-the-Year" Competition.

Builders can join with the many thousands of retailers throughout the country who in April will be using Brand Names Week materials at point of sale and in radio, TV and newspaper advertising. At the same time, builders can get merchandising help from the manufacturers of the many branded products that go into today's new houses.

The public has learned to shop by brand names and trademarks. That is one reason merchant builders are putting more and more widely known, respected branded materials in model homes. And that is why these model homes have become a major showcase for branded products.

Cordially,

Henry E. Abt
Henry E. Abt
President

BUILDERS ARE INVITED to compete all year for Brand Names Foundation's "Brand Names Retailer-of-the-Year" awards. The foundation has just set up a Home Builders Category in this annual competition which last year was entered by retailers in 25 other categories. Awards are made in April to about 135 merchants. Those wanting to compete for the April 1959 awards can get rules and entry blanks from the foundation at 437 Fifth Ave., New York, N. Y. BNF is a non-profit organization sponsored by hundreds of manufacturers and ad media.



GIANT SIGNBOARD ENTRANCE to model is one impressive example of the kind of tie-ins builders can arrange with magazines. LIFE, for example, offers newspaper mats, directional arrows, outdoor signs for

listing brand names, salesmen's identification buttons, etc. *American Home*, *Better Homes & Gardens*, *McCall's*, *Parents' Magazine* and *The Saturday Evening Post* also have aids for home builders.

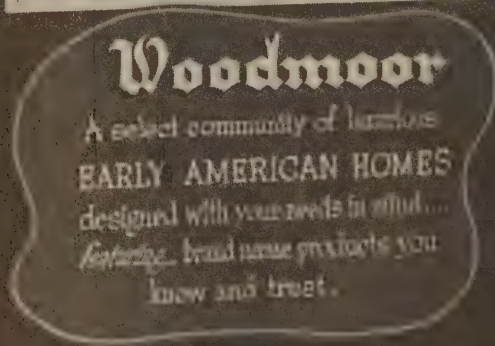
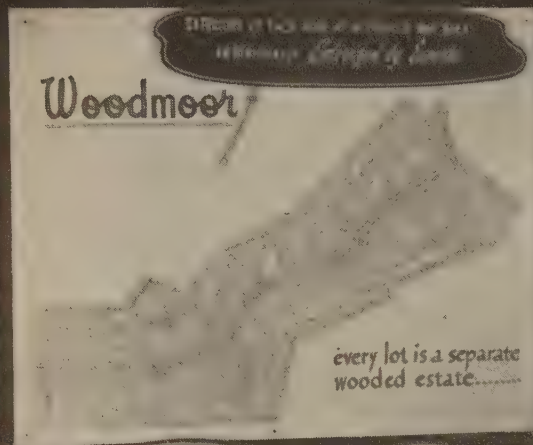
Here is a checklist of things you can do:

1. Get your model ready in time for a "Brand Names House Warming" over the two weekends of April 13-20. Use all advertising media to play up this opening well in advance.
2. Be sure you are included in Brand Names Week plans being made by civic officials, business organizations, newspapers and broadcasters to publicize the week's event.
3. Use the BNF sales aids inside and outside the model. If you write on your letterhead **HOUSE & HOME** will send you a packet free, including five 10" x 19" pennants, five 7" x 4" tent cards, two 23"-wide window streamers and five 3½" x 1½" gummed stickers.
4. Get in touch with other merchants who will be promoting Brand Names Week. Work out a cooperative plan. For example, some will want to display their brand-name products in your model house—foods to go into the refrigerator, linens for bath and bedrooms, etc. Some will give you display space in their stores.
5. Invite all other local merchants cooperating in the week's event to a preview showing of your model.
6. Identify your model or house under construction as "a brand new house built by a Brand Name Builder."
7. Post a series of signs—or one large sign—listing all the brand-name products in the house.
8. Drill your salesmen on the advantages of the brand products in your house and make sure they tell them to all prospects.
9. If you have an intercommunications system in the house, make a special recording that stresses all the well known brand names in the model.
10. Try to get your appliance supplier to provide a demonstrator during the week.



NEWEST BRAND-NAME SALES AID is this free display for model homes which Celotex Co. will make available for builders April 1 through its local representatives. Sixty-five manufacturers of non-competitive building materials and products for the home are cooperating with Celotex to permit use of their brand names in the amber-lighted display. Builders can choose any ten products to show. Celotex will also hand-letter the builder's name. The display is 28½" high. You can get other point-of-sales help from other manufacturers.

To see how this kind of promotion pays off, turn the page



America's Greatest Names in Building

- | | |
|--|----------------------------|
| AMERICAN BATHING & STANDARD SANITARY CO. | FORMICA CO. |
| HEATING EQUIPMENT | KITCHEN WORKTOP |
| KALORIC APPLIANCE CORP. | KEYSTONE SHOWER DOOR CO. |
| MAINT. IN OVER 6 MONTHS | STONEWARE |
| CROWN AMERICAN HARDWARE CORP. | MOSAIC TILE |
| HARDWARE | CERAMIC TILE |
| CRANE CO. | K.C.A. WOODWORK |
| FLUOROCARBON | BUMBERG |
| CRANE CO. | THOMPSON-POPCOAT PAINT CO. |
| GLASS AND MIRROR WORK | PRINT |
| PARADISE INSULATION CO. | ROOF SHINGLES |
| INSULATION | THE OVERHEAD DOOR CO. |
| KENTILE | GARAGE DOORS |
| TILE FLOORING | |

FIFTEEN BRAND-NAME PRODUCTS "you know and trust" are played up in Fox-Bilt Homes garage-office display in Villanova model.

How Bob and Dick Fox use brand names



ROBERT AND RICHARD FOX started building houses on their own in 1952 after an apprenticeship with other builders and materials suppliers. Bob is now 28, Dick 30. Their first venture was a group of 18 semi-detached houses in suburban Philadelphia. In 1953 they launched two developments, one of 34 and another of 100 houses. In 1956 they started a 300-unit tract in Plymouth Meeting where 200 homes are already up, and last fall they opened a 28-unit tract of higher-priced homes in Villanova.

Bob and Dick Fox think one of the best ways to make a name for themselves is to link their name with other good names that buyers know and respect.

"Ever since we started six years ago," Dick points out, "we have tried to build up the reputation of Fox-Bilt Homes. We have built all around Philadelphia. In each new area we sell through well known local realtors, but always under the Fox name. Since our houses have sold in various price ranges, the best way to establish ourselves as quality builders has been to build with well known products that mean 'quality' to buyers of all kinds."

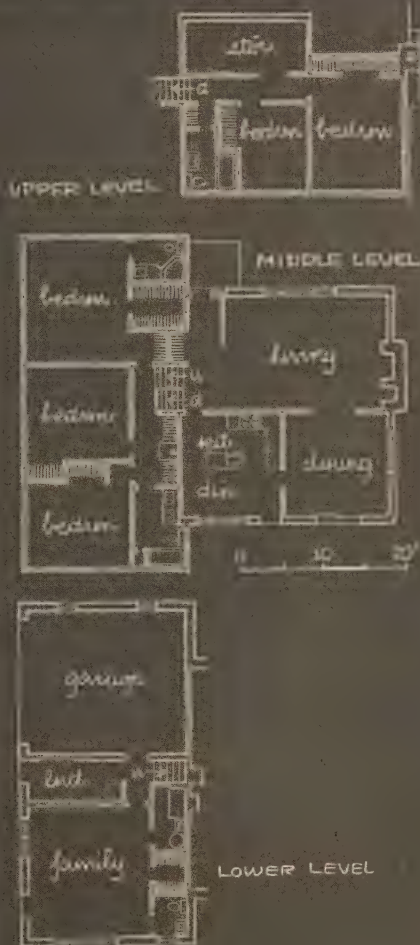
The young Fox brothers appear to have been on the right road. When they recently surveyed owners in one of their tracts they found that only 5% claimed to be able to judge construction quality for themselves, but 40% said they had been satisfied about construction because of the builders' reputation, and 45% said the quality of materials used was their basis for judging construction.

The Foxes' sales policy paid off strikingly in their newest development of higher-priced houses in Villanova on Philadelphia's Main Line. Within five weeks after opening one model on Nov. 1 they had sold all 28 houses planned. Gross sales amounted to about \$1 million. And buyers were clamoring for more of the same.



BEST-SELLING MODEL in 28-unit Woodmoor tract is this 5-bedroom, 3½-bath split level. Price on half-acre lot: \$31,750, including appliances.

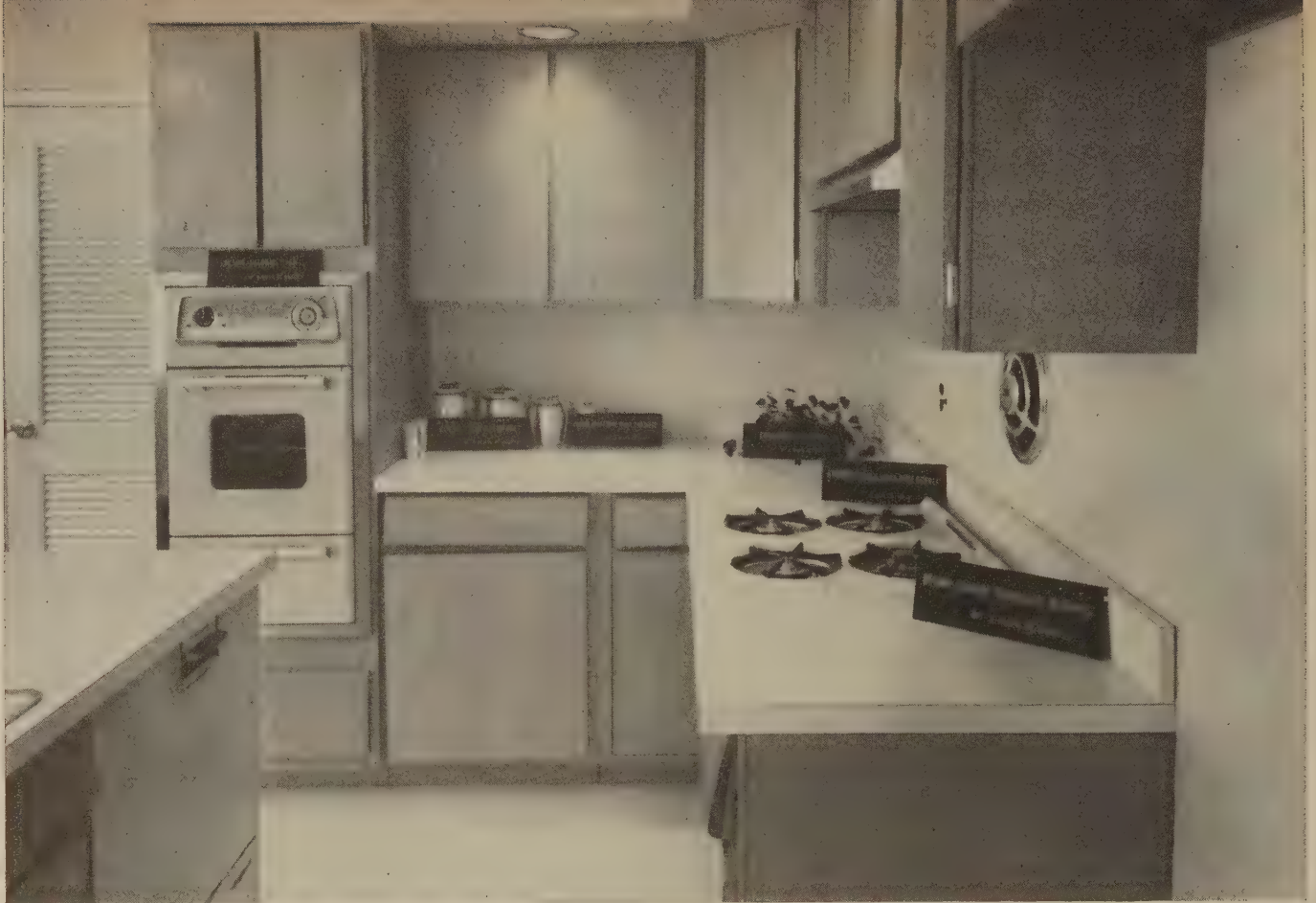
to help sell their “mark of quality” homes



NATIVE STONE FIREPLACE and wide raised flagstone hearth are feature of living room. Rubin Furniture Co. furnished model.

SPLIT LEVEL has 2,720 sq. ft. of living space plus garage, laundry and heater room. Architect Howard O. Krasnoff designed house.

for merchandising details, turn the page



BLACK-AND-GOLD PLASTIC SIGNS in Villanova house have high luster, are easily cleaned and lend feeling of durability to branded

products featured: Caloric oven and range, Yorktowne cabinets, Corbin hardware, Kentile vinyl tile floor, and Crane sink.

Here's how the Foxes show

✓ a mark of quality . . .

"You have to be subtle in mentioning brand names in higher-priced houses," the Fox brothers say. "You can't let customers forget for one minute that good materials are all there. On the other hand, if you are too obvious about it people may feel it is in bad taste."

To get around the problem they put no large sales signs outside their Villanova model or in its living areas, but inside they used black plastic signs with gold lettering (cost: \$1.25

each) to call attention to each "mark of quality" product. Most identified brands; some named outstanding features of the plan. These dignified reminders contrasted well against the model's white painted walls. Even in the garage office they used their own specially prepared sales aids.

The only sign outside was the signpost shown at left, which tells distance in either miles or minutes to highways, commuter stations, schools, shopping center and golf courses.



IN BATHROOM, mark-of-quality signs identify the brand names—Crane plumbing fixtures, Mosaic's ceramic wall tile. Sign on closet door reads "Seven closets on this floor alone. Count them."



FAMILY ROOM signs call attention to mahogany paneling, Corktone tile, Crane glass-lined water heater, weather stripping. One sign says: "Heating ducts are insulated to permit installation of air-conditioning."

You add a lot to your houses when you add

THE BIG OVERHANG

WILLIAM VANDIVERT



Switzerland

TERENCE SPENCER



Africa

YOSHIO WATANABE



Colombia

Japan



KEYSTONE

Poland

It has made good sense for centuries

GABRIEL DENZUR



North Carolina



Norway



Scotland



STONE & STECCATI

Architects: Anshen & Allen; Builder: Herbert A. Crocker Co.; San Francisco.

...and it makes even better sense today

It is one of the best and easiest ways to build a better house:

1. It makes your house look bigger p. 138
2. It ties your design together p. 139
3. It shelters your house from sun, snow and rain p. 140
4. It gives your house a handsome air p. 142
5. And for all it does for you, it costs very little p. 144



The huge overhang adds about 30' to the length of this house. It reaches 96' from one side of garage to far side of house, with a

5' overhang all around. Extra large roof—5-in-12 pitch—also helps. Architect: Richard Snibbe; Builder: Adrian Weiss; Locust Valley, N.Y.

The big overhang makes any house look bigger than it is

A small house can certainly gain from a 3' or 4' overhang all around it, and even a big house can be made to look bigger, because horizontal lines always make things seem wider. If your houses look 8' bigger in each direction, they are going to give the impression of size and importance that a lot of people are looking for today.

DOUGLAS M. SIMMONDS



Strong overhang line is unbroken for full length of house; the house looks even longer because overhang stretches out at roof ridge too. Architect: John C. Lindsay; Builder: Schwartz-Yedor; Santa Ana, Calif.

PURNELL



Small house looks bigger because overhang becomes the carport roof. Large windows are set back to widen overhang. Architect: John A. York; Builder: Arroyo Estates; Harlingen, Tex.



PHIL FEIN

Huge overhang dominates variety of angles and materials in exterior wall. It is wide enough to form pleasant outdoor sitting space. Architect: Frederick Reimers; Builder: J. M. Snell; San Rafael, Calif.

Separate overhangs broken by changes in the roof level, are still strong enough to unify five different window types, three different materials. Architect: Cyrus L. Baxter, AIA; Cincinnati.

MARSH



...and its strong line holds the whole design together

A house with wings, angles, and jogs in the exterior walls, or a house that uses several materials, sometimes looks like it's falling apart unless it's really well designed. A big overhang can tie it together, give the design any help it needs. It can be the strong unbroken line that dominates all the varied parts and makes them work together.

continued

Flaring overhangs look exciting and also help tie together changing planes of exterior wall. Overhang works in practical ways by shading

high windows, giving entrance shelter and importance. Architects: Howell, Arendt, Mosher; Builder: Richard M. Tressemer; Santa Barbara.



DOUGLAS M. SIMMONDS



Big overhang partially shades even low sun. Overhang at the gable end makes screened porch fit into house like another room. Architect: Owen F. Smith; Builder: Inland Construction Co.; Raleigh, N.C.

The big overhang keeps the house cooler in summer

DOUGLAS M. SIMMONDS



Striking patterns are created by this latticed overhang. Open overhangs can control sun, add more architectural interest. Architects: Winslow & Waltz; Builder: E. W. Leishman; Brentwood, Calif.

Glass wall is almost completely shaded from summer sun. Smooth ceiling continues out past glass wall to form soffit of overhang. Architect: Eliot Noyes; Builder: Borglum & Meek; New Canaan, Conn.

Reason: an overhang that's designed to just the right width is one of the best forms of sun control.

It should be big enough to keep hot summer sun off the windows but still let the winter sun come in. If it does this, it can cut down both your summer cooling bills and your winter heating bills.

The right size overhang can reduce both the size of a cooling plant and the cost of operating it. And even without air conditioning, your house will be cooler if your overhang is wide enough to keep the sun off the windows during the hottest months of the year.

The size of overhangs for sun control depends on what latitude the house is in (since latitude governs the height of the sun), the height of windows, and the time of year when you want protection. (For data on overhang widths in various sections of the country, see p. 144.)

One thing to remember: the overhang for solar control is effective only on the south side of the house. Early morning and late afternoon sun shines from such a low angle that east and west overhangs are only a limited protection.

So the best solutions for sun control on the east and west involve use of fences, trees, and other plantings. Overhangs on the north side of houses, and often on the east and west sides too, are usually added simply because the designer thinks it looks better that way.

© EZRA STOLLER





Roof overhang shelters deck from snow, while deck in turn shields house at ground level. House has snug feeling because overhang seems

to hug down over windows, close to turned-out railing of deck. Designer: Lionel Freedman; Builder: 21 Acres, Inc.; Ardsley, N.Y.

LIONEL FREEDMAN

...and keeps snow and rain away from the walls

JULIUS SHULMAN



Glass walls like these would get dirty fast without overhang to keep rain off. Architect: Richard Neutra; Builder: Pat Hamilton; Pasadena.

Windows can be left open during a sudden rain storm if protected with a large overhang. Designer: Roger Rasbach; Builder: Hendryx-McCord; Port Arthur, Tex.

By keeping snow and rain away from the walls, you reduce maintenance, because protected walls don't need repainting as often as unprotected ones. Windows too are more protected, so they don't have to be washed as often. In hot rainy climates, wide overhangs make a house more desirable because you can leave the windows open when it's raining.

continued

J. C. WATKINS





© EZRA STOLLER

Architect: Frank Lloyd Wright;
Builder: Seth Fandgren



DEARBORN-MASSAR

Architect: Ralph Anderson; Builder: A. K. Beckton; Seattle, Wash.



Architect: Mario Corbett; Builder: Hollow Tree Lumber Co.; Ukiah, Cal.

PHIL FEIN

The big overhang

ALEXANDRE GEORGES



Architect: Rufus Nims; Builder: Alois Steinwachs, St. Petersburg, Fla.



ROBERT LAUTMAN

Architect: Charles Goodman; Builder: Robert C. Davenport; Alexandria, Va.

Architect: J. Herbert Brownell; Builder: Austin Sturtevant; Newport Beach, Calif.



VIRGINIA MCINTIRE



DOUGLAS M. SIMMONDS

Architect: Howell, Arendt, Mosher & Grant; Builder: Richard M. Tresemer; Santa Barbara, Calif.

almost always makes your house better looking

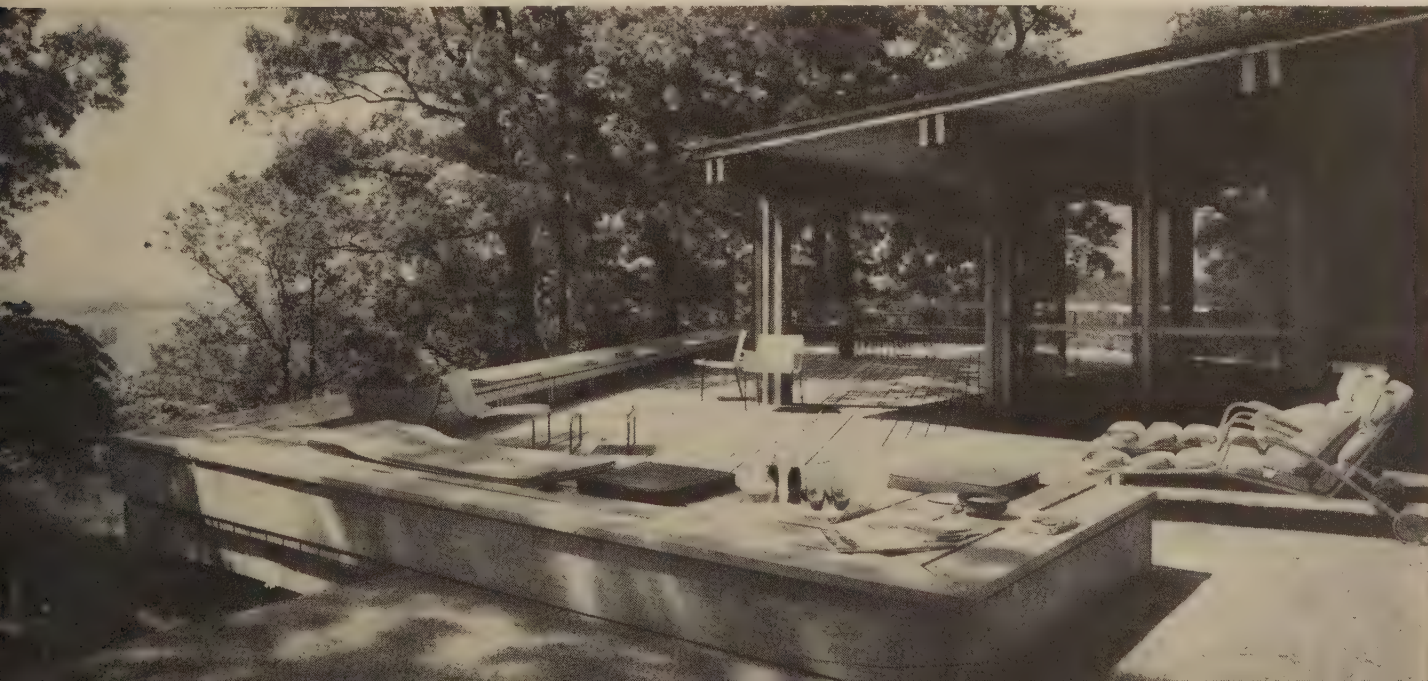
Every girl looks prettier when she's wearing a big hat, so why not give your house the biggest hat you can?

Big overhangs not only keep out sun, make a house look bigger, and do all the other things that make them so valuable. But they also add drama and interest; they give a house a special emphasis; they make it look complete.

continued

© EZRA STOLLER

Architect: Harris Armstrong; St. Louis, Mo.



The big overhang is relatively easy to add

First you have to decide how big it should be

Most architects now put overhangs from 3' to 5' in width on their houses (H&H, Sept. '57), but no formula can be set up to tell you exactly what size overhangs you must use. Like a man's legs which must, in Lincoln's words, be long enough to reach the ground, an overhang must be big enough to do the job you set for it.

This is a question of two things: 1) designing for esthetics and 2) designing for practical benefits. Frank Lloyd Wright's overhangs often extend 6' or more. At the other extreme, some builders who think they are being practical stop the overhang wherever the standard 16' rafter stops. With a 4-in-12 pitch and a 26' wide house, a 16' rafter stops at a 2'-3" overhang. This isn't big enough for sun and rain control, no matter what part of the country you're in.

The most practical reason for putting an overhang on any house is to control the sun

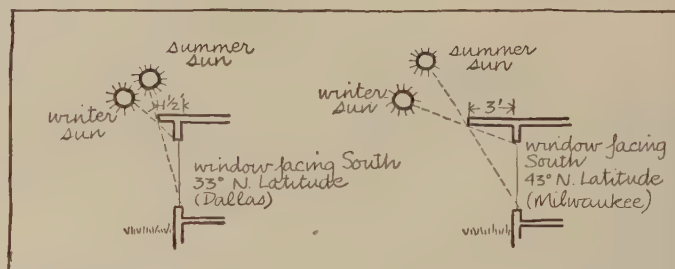
Overhangs do cut heat load—as the figures below show. They've been worked out by the Carrier Corp. for a house that's brick veneer over standard frame construction, with 20% glass and 80% brick in the exterior wall:

Size of overhang	Reduction of heat load on the wall
12".....	4%
24".....	12½%
35".....	20%
48".....	26%
48".....	31%
(shading an all-glass wall)	

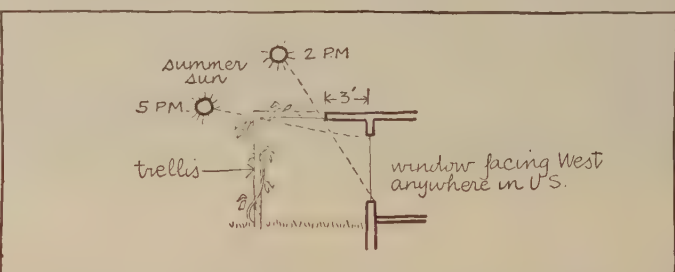
The rule-of-thumb table below gives the minimum overhang widths needed to fully shade south windows in July and August. These are figures for glass down to 24" above the floor in an 8' high wall. You can assume that shading floor to ceiling windows will require overhangs at least 12" wider than those given in the chart:

	For windows facing true South	For windows facing 30° E or W of true South
28° N: Southern Fla., Corpus Christi	1'-5"	3'-10"
32° N: Savannah, Dallas, Tucson, San Diego	1'-11"	4'-2"
36° N: Raleigh, Nashville, Tulsa, Death Valley	2'-5"	4'-8"
40° N: Philadelphia, Indianapolis, Denver	3'-0"	5'-4"
44° N: Watertown, N.Y., La Crosse, Boise	3'-6"	6'-0"

So the farther north your house is, the bigger its overhangs have to be for sun control, because the sun is more nearly overhead in the south than in the north. In northern



climates, overhangs bigger than those suggested will block off winter sun for much of the day. As far as sun control is concerned, windows facing due south can be shaded by smaller overhangs than windows oriented to the east or west.



In windows that face more than 30° off true south, other shading devices, like trees and trellises, are needed.

(For detailed overhang and shading data for all sizes of windows in just about any latitude, see H&H, Dec. '53, p. 144.)

The bigger the umbrella, the drier you are

In some parts of the country, like Florida where the climate is hot and often rainy, overhangs are just as important for rain control as for sun control. So the minimum overhang to use on south exposures is really much larger than that given in the sun control table. Even in such mild climates as the Pacific Northwest, long rainy seasons can provide the best reason for using a big overhang.

No normal overhang can keep wind-whipped rain and snow completely away from walls and windows. But a 4' overhang will keep off any normal rain or snow fall.

And in any climate, big overhangs make good bad-weather covers for walks between house and garage. If they're big enough, they can even cover an outdoor sitting space.

On some exposures overhangs are just for appearance

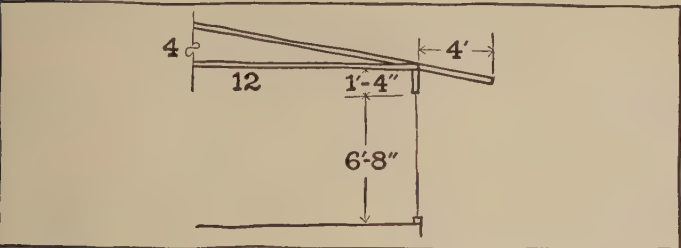
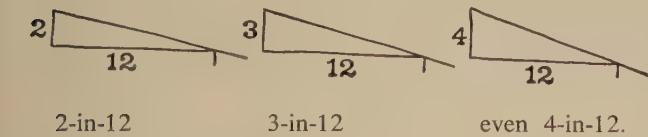
With a pitch roof, you can put an overhang on the south side of a house and leave it off the north side. But unless you also change the pitch for the north side, the house is probably going to look odd. It's much easier—and cheaper, especially if you're using trusses—to make the pitch and the overhang just the same on both elevations.

Overhangs on all four sides make the house look better—especially if your house has a hip roof. And with flat roofs, overhangs are often used at different sizes and locations to give the design extra interest and variety.

You can add an overhang to any kind of roof

Overhangs work with a flat roof. Providing the pitch is not too steep, they work with a pitch roof with gable ends, and they work with a hipped roof.

You can put an overhang on a pitch of 1-in-12, and

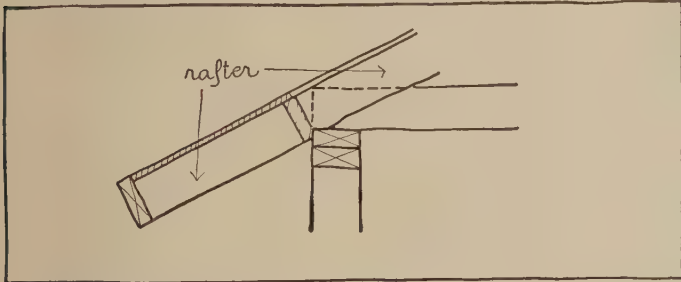


With a 4-in-12 pitch and a 4' overhang, you are down about 16", or just to the tops of the windows (assuming ceiling height is 8' plus a tolerance, and that window heads line up with the top of the standard 6'-8" door).

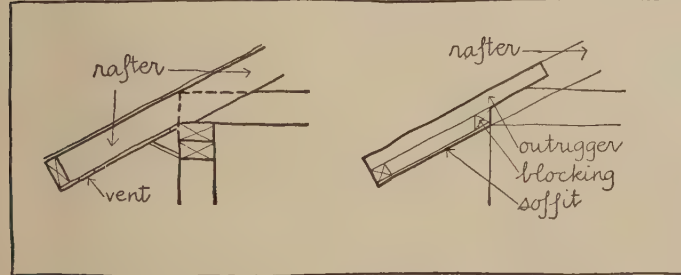
With a steeper pitch you may get into trouble. With a 5-in-12 pitch and a 4' overhang, you are down 20", or to 6'-4"—below the tops of your windows. (A steep pitch like this makes a horizontal return impossible to use). So you should not use a steep pitch with big overhangs unless you have some special architectural reason for it. (For successful examples of 5-in-12 pitches, see top photo, p. 138, and H&H, Nov. '57, p. 142.)

The way you add an overhang depends on what kind of roof you have.

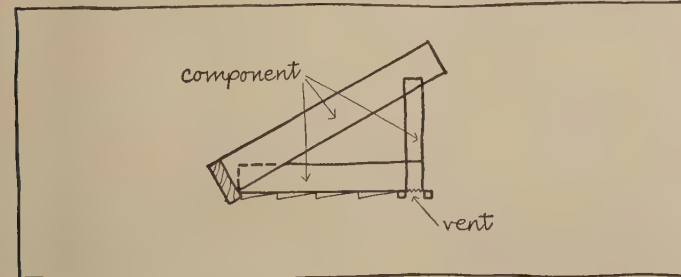
With a pitch or hip roof, you can:



1. Extend the rafter (or top chord, if you're using trusses);

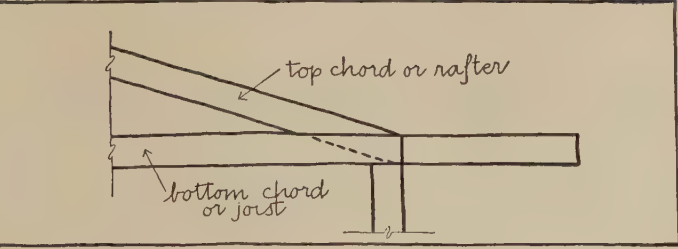


2. Add an extension (an outrigger) to the chord or rafter;

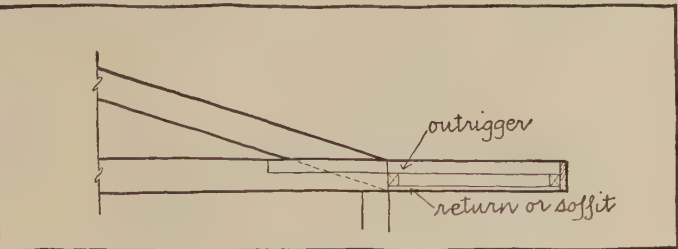


3. Make a component of outrigger and horizontal return.

For a flat overhang with a pitch roof, you can:

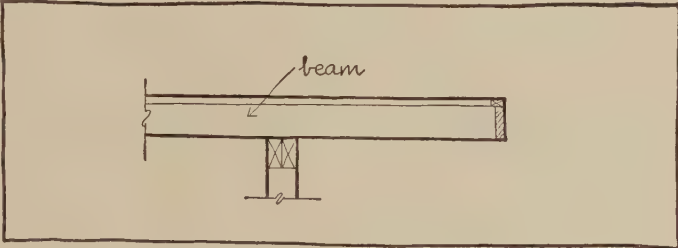


1. Extend the ceiling joist (or bottom chord of a truss);

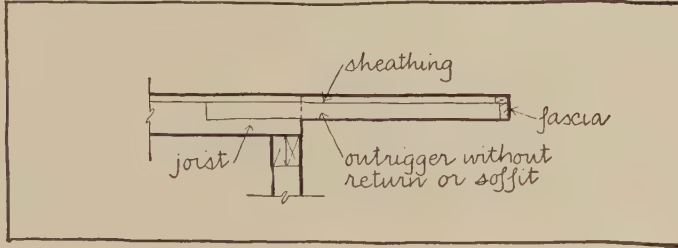


2. Add an outrigger to joist or chord.

With a flat roof, you can:

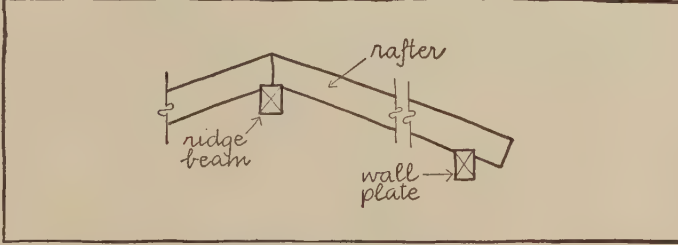


1. Extend the ceiling beam;

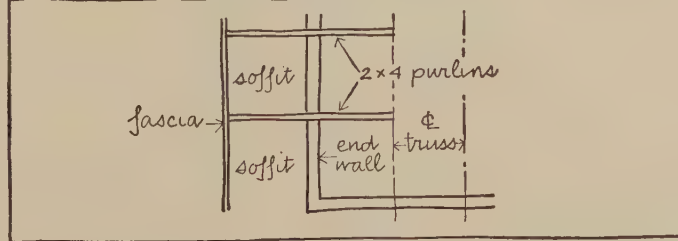


2. Add an outrigger to the ceiling beam.

For an overhang at a gable end, you can:



1. Extend the ridge beam and wall plates;

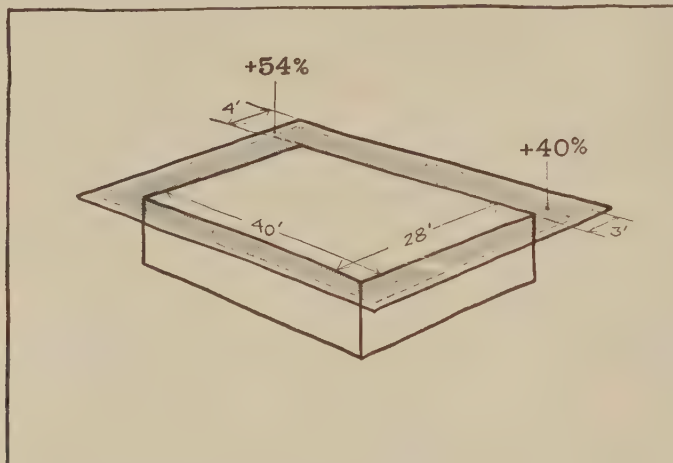


2. Add purlins, supported on the end truss and gable wall. Deciding whether to extend a rafter or add an extension is basically a question of costs. You'll find a lot on costs on the next page...

continued

The big overhang costs less than you might think

A big overhang means more roof, and more roof means more costs. If you add a 3' overhang all around a flat-roofed 28' x 40' house (1,120 sq. ft.) you increase the roof area nearly 40%. A 4' overhang would increase it 54%. A pitch roof house of the same size would have a bigger roof area, but the percentage increases in area would be about the same.



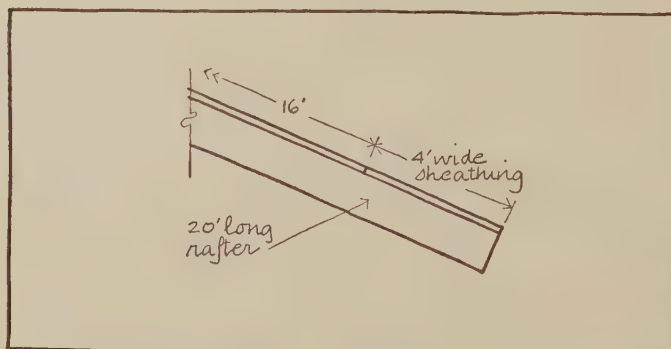
How much more it costs depends on what kind of an overhang you add.

Exact figures depend upon labor and material prices in your area, and whether you use more or less expensive materials. But costs may be as low as 60¢ a sq. ft. for an overhang formed by extending the top chord of a truss (like detail A, p. 148), about 80¢ a sq. ft. for an extended beam without a soffit (like detail F); about \$1.40 or \$1.50 a sq. ft. for an overhang with a horizontal return (like detail E). Fancier forms can cost much more.

How does this affect total house costs? Adding a simple 3' overhang to the 28' x 40' house might cost only \$250 to \$275 (444 sq. ft. of overhang at 60¢ a square foot). Adding a 4' overhang (which adds 608 sq. ft. to the roof) might cost \$350 to \$375.

Here are some general rules that let you keep extra costs to a minimum

1. Choose an overhang size that lets you use standard widths and lengths of material. For example:

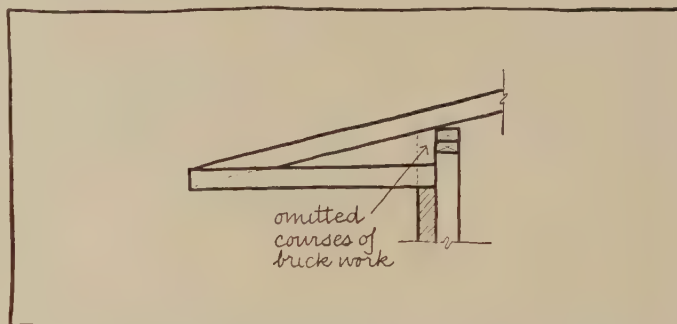


If you're using plywood sheathing, don't stop the overhang at a point where you have to make an extra cut in the plywood. (That would waste labor time, and waste the leftover piece.)

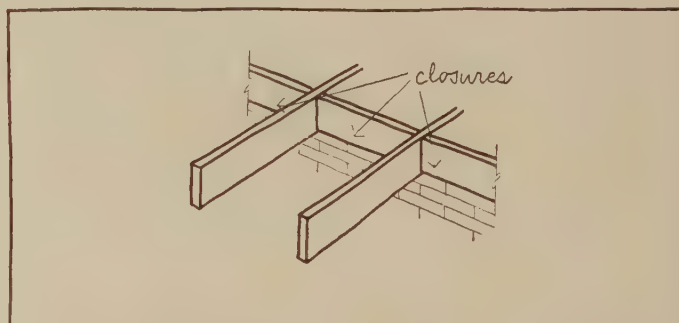
If you're extending the rafter, use a standard length of lumber that leaves you with a 36" or 48" overhang. Don't cut it off, and don't use a shorter length that gives you a worthless overhang—like 17", or 27".

2. Omit a horizontal return.

There are two exceptions to this suggestion:



The horizontal return gives a conservative effect that is good on most traditional houses, and it saves several courses of brick on masonry houses.



3. Omit a soffit.

Extending the rafter or top chord of a truss and leaving off the soffit is the simplest way to add an overhang. But it needs closure (many small pieces of lumber, one between each truss or rafter). With a soffit left off, the sheathing for the overhang should be a higher grade than for the rest of the roof, because its underside is exposed.

4. Preassemble the pieces you're adding.

This is one of the cheapest ways to add an overhang where you're using trusses, since extending the top chord of a truss could add handling problems—and costs.

It is also one of the cheapest ways to include a horizontal return or soffit. A preassembled extension with a soffit can be added to a standard zero overhang truss. It has higher material costs than an overhang with exposed framing, but it gives a variety of overhang possibilities. Or the extension can be preassembled with a horizontal return, bench built and painted.

The gable end overhang, preassembled with purlins and soffit, does away with the problem of continuing your module outside the house. And its separate construction doesn't affect the kind of ceiling you have inside.

5. Decide whether to extend rafters or to add an outrigger with these suggestions in mind:

Extend the rafter if you're in a part of the country where longer lengths of lumber are readily available and don't cost premium prices, but . . .

Add an outrigger where the added labor time would cost less than longer lumber.

It's usually cheaper to extend the rafter or beam or chord if it's only a 2 x 4, but . . .

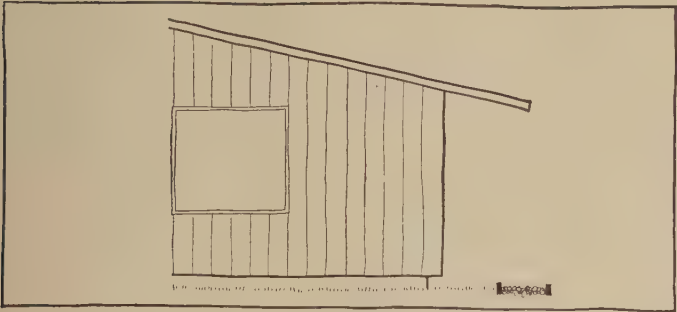
It's probably cheaper to add an outrigger if the member is 2 x 6 or larger.

If you're not using a scaffold, extend the rafter; it could be cheaper to buy longer lengths of lumber than to put up a scaffold just for this. But . . .

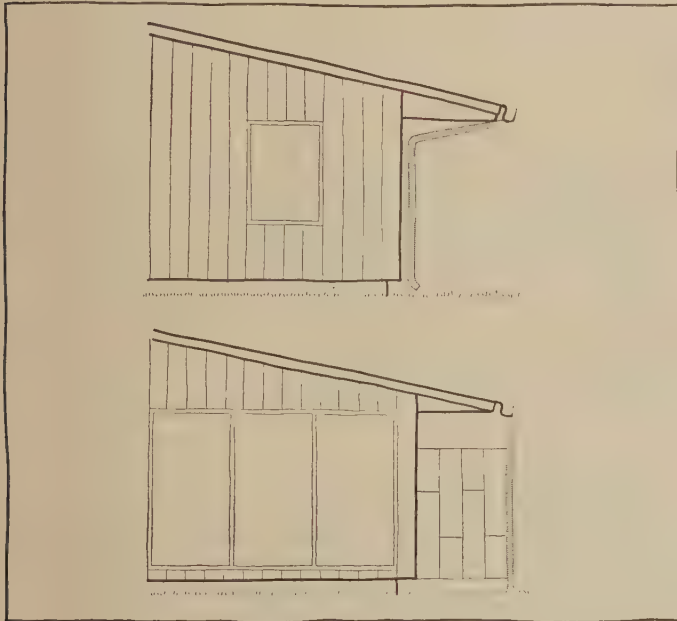
Use an outrigger if your construction methods mean that you already have a scaffold up.

...and the problems it creates are easy to solve

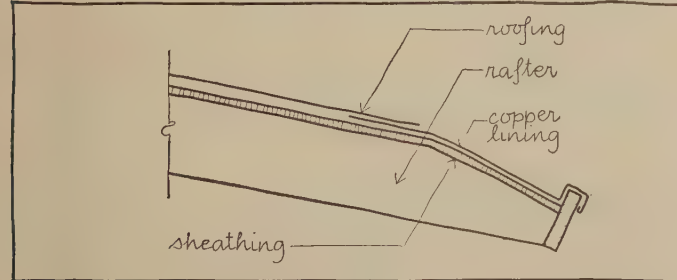
Here is how you handle run-off water



You can leave the gutter off entirely. Experts say that leaving off the gutter when you're 3' or 4' out from the foundations makes perfectly good sense. But rain—especially heavy, pounding rain—will beat a line into the lawn under the edge of the overhang; so the best thing to do is to add a gravel breaker strip. In parts of the country where rain is plentiful but downpours are not, even the breaker strip might not be needed.



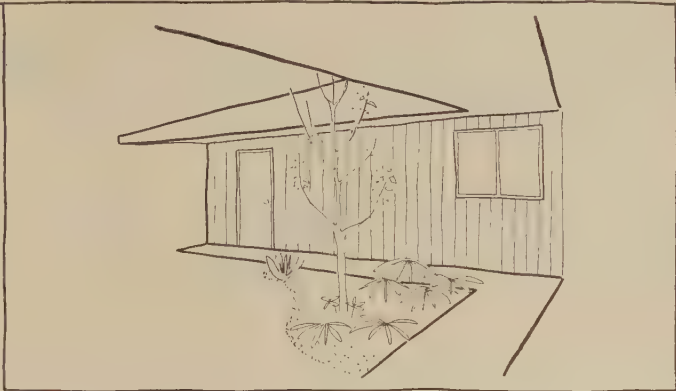
You can add a gutter and downspouts. There are two ways to handle a downspout. One way is to carry it back to the house. This looks better on overhangs with a horizontal return that parallels the line of the downspout from gutter to the house. The other way is to run the downspout straight down to the ground. Some architects incorporate the downspout in a screen or other special detail.



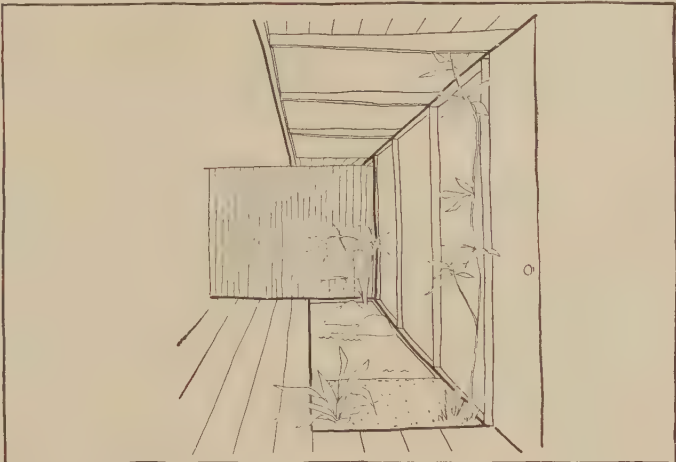
Or you can use a built-in gutter. This is part of your roof construction, and means that you don't have an extra part to add. And if you want, you can leave off the downspout at the ends, let water spill onto a gravel breaker.

... and here is how you handle foundation planting

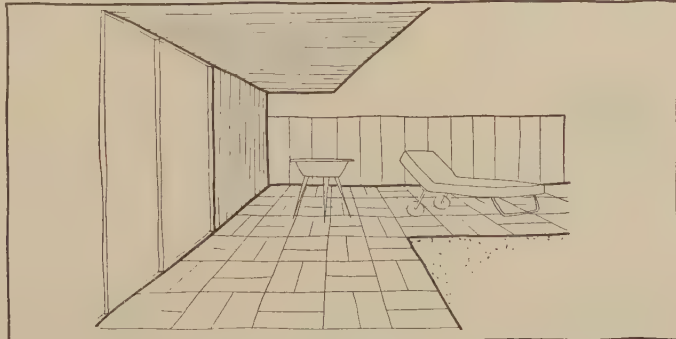
Deep overhangs—4' or more—mean that only the hardiest ground cover, like myrtle, will grow so far back out of the rain and sun. And planting is an important part of any house, makes it look more settled and more attractive. So . . .



You can plant near the edge of the overhang, 4' out from the house. This has the advantage of making maintenance easier later on, because the home owner can repaint the house or wash windows without worrying about his plants. And planting that is still quite close to the house will give it the same curb appeal as planting right up against the walls.



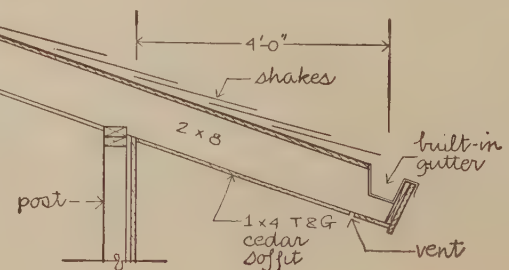
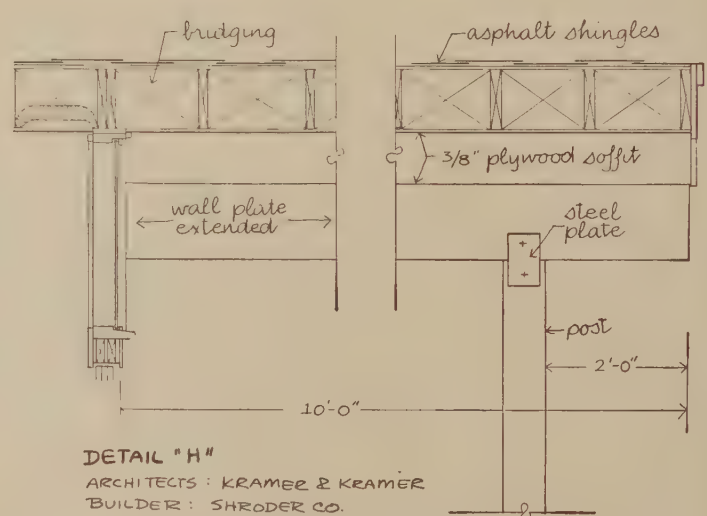
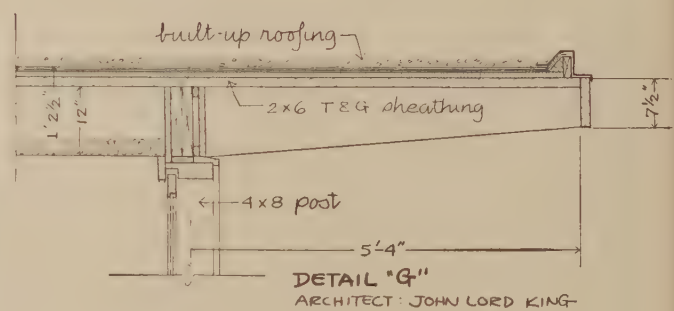
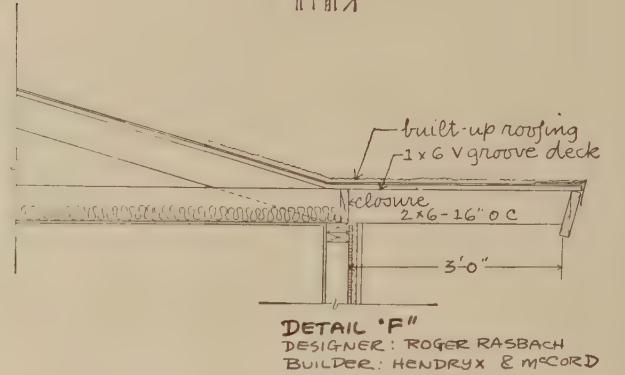
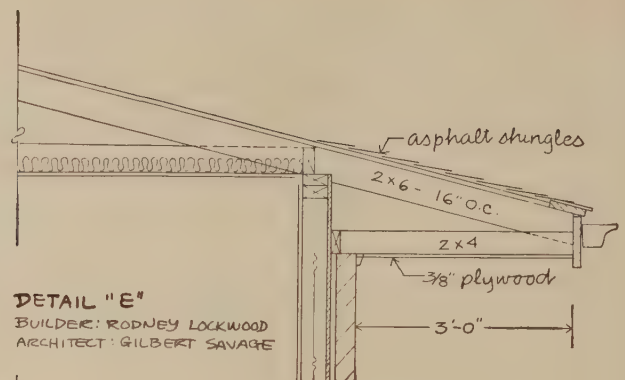
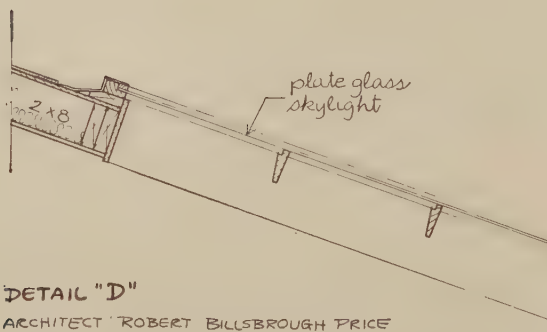
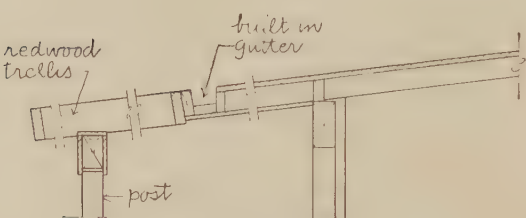
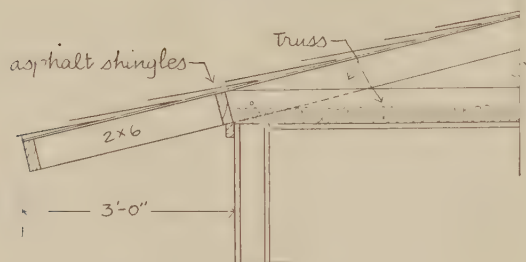
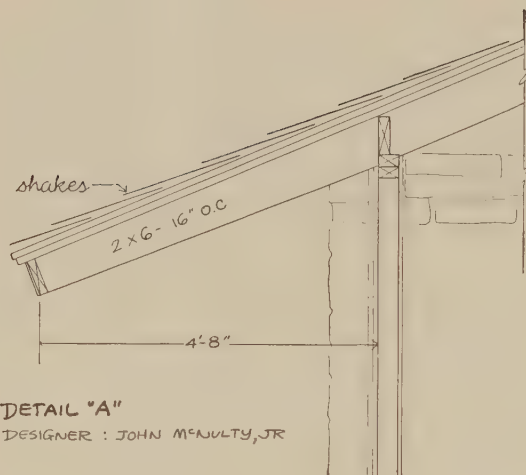
You can break the overhang with openings in strategic places, so plants can be grown in these selected areas. This is quite a common device on custom houses, has not yet caught on in many builder houses.



You can skip planting together, do something else to dress up the area. You can use pea gravel to keep down the dust. You can spread tanbark to keep down weeds. Or you can pave the whole space with brick or concrete or flagstone—an especially good idea where the overhang is really big enough to form a covered outdoor sitting space.

Turn the page for typical overhang details

Here are some typical big overhang details

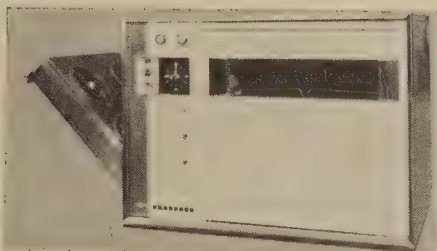


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On page 164 you will find

NEW WAYS TO BUILD BETTER

A monthly report on home building ideas, products and techniques



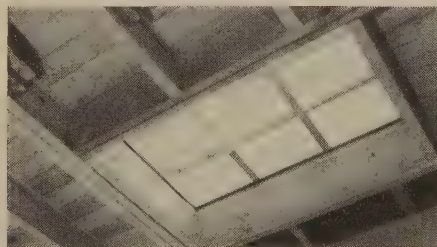
See page 164



See page 170



See page 183



See page 196

21 BORROWABLE IDEAS from the builders who are doing the best job of building and selling in today's market make up this month's *What the leaders are doing*. See page 182.

196X APPLIANCES FOR 1959 are ready for production at Hotpoint. You'll see what you will be able to get in new built-ins in the story beginning on page 164.

FACTORY-IN-THE-FIELD saves 21% of Jake Jacobson's labor costs at his Rancho Cordova tract outside Sacramento. To find out how he does it, turn to the article starting on page 170.

HOW TO GET 'EM OUT to your model home? Dallas builders are doing it with a big switch in their advertising approach. To see how it works turn to page 182.

A WINDOW IS A WALL UNIT when it fits into established panel systems. The latest structural window to fit the 4' module is shown on page 192.

NO SMOKE NO SMELL from the new AGA-ASA approved incinerators. This can be a boon if trash disposal is a big problem where you build. The story of these new trash burners will be found on page 194.

WHAT DO YOU NEED? Every month the *New products* section contains reviews of the latest and best new materials and equipment. This month the section starts on page 192.

WHAT DO YOU WANT TO KNOW? You'll find a guide to the latest data from the manufacturers under *Publications*, starting on page 238.

it's new **TOPLITE** **"TWO-BY-TWO"**

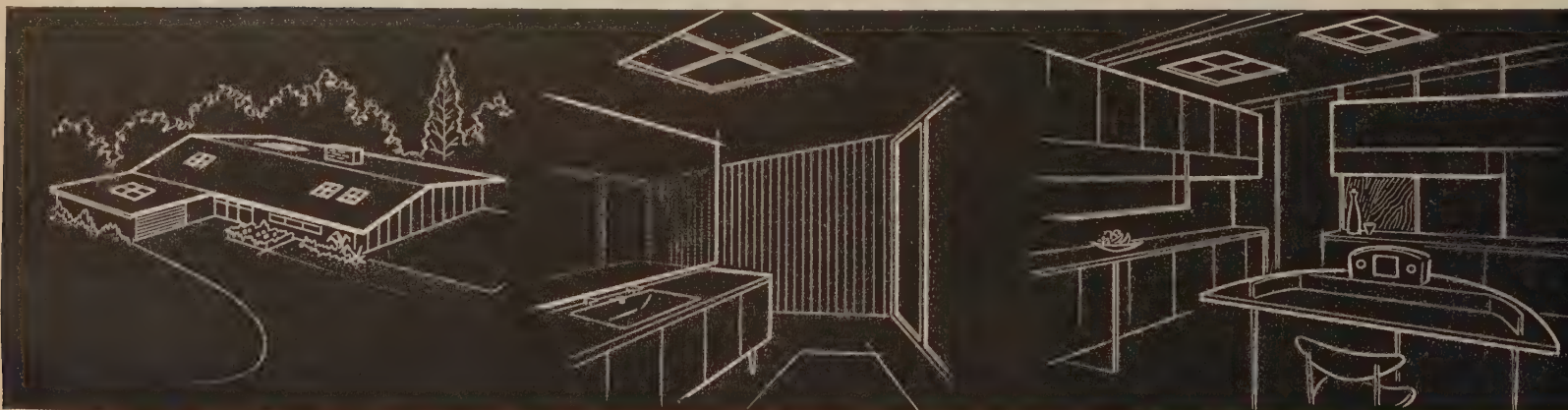
First low-cost, sun-controlling

HERE IT IS... Toplite "Two-by-Two"... the new light-controlling roof panel! The only low-cost, home-sized roof panel which controls daylight and solar heat with scientifically designed prisms which pass cool Northern light, block out harsh sunlight!

Toplite "Two-by-Two" is easy to install, easy to handle. No curb or flashing needed. *Fits flat on roof.* You will find dozens of ways to cash in on Toplite "Two-by-Two's" sales appeal in your homes and smaller buildings.

Individually packaged for your convenience.

Call your dealer for details now, or write Kimble Glass Company, subsidiary of Owens-Illinois, Department HH-3, Toledo 1, Ohio.





glass roof panel designed for homes

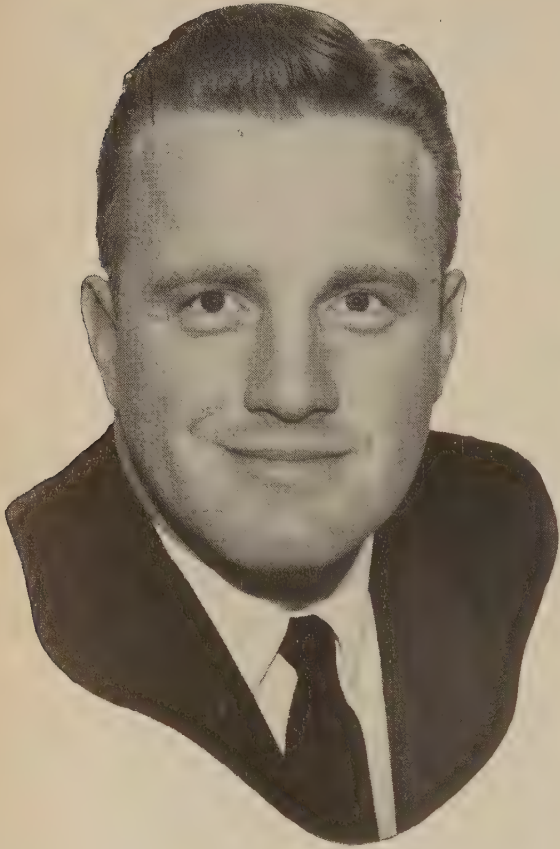


TOPLITE ROOF PANELS
AN **①** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

"TWINDOW helps me

says BOB SCHMITT, Berea, Ohio, builder

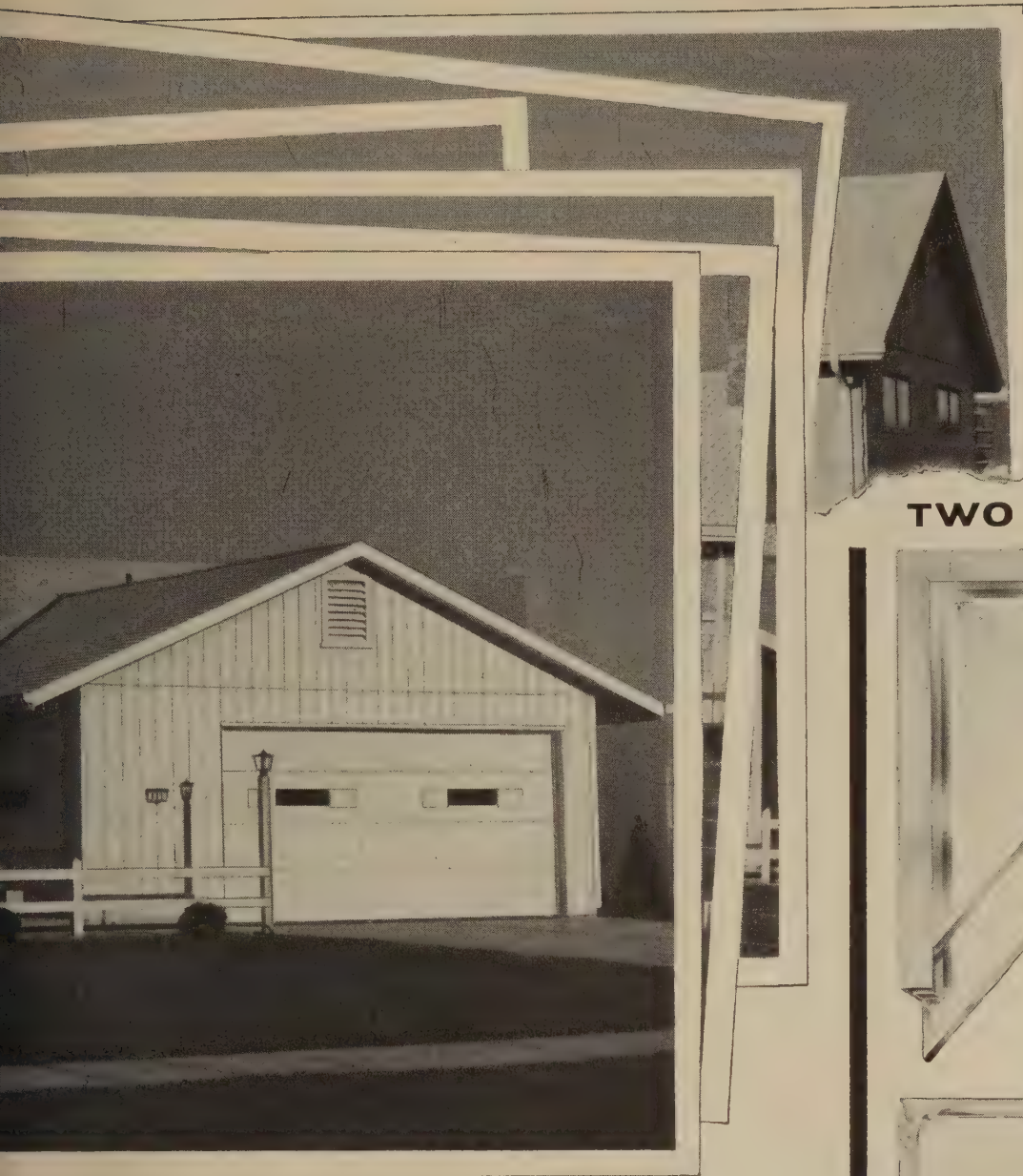


MR. SCHMITT, well-known Ohio builder, has won national recognition for his efficiently built homes, which are presently in the \$22,000-\$30,000 price range.

He includes TWINDOW insulating glass in the houses he builds, because, as he stated: "In the first place, these insulating glass units help me sell my homes faster. That's because I can tell prospective buyers that TWINDOW substantially reduces heating and cooling costs . . . keeps rooms warmer in winter, cooler in summer . . . lessens cold air downdrafts . . . minimizes window steaming and icing . . . muffles outside noises.

"I emphasize, too, that this insulating glass eliminates the need for storm windows. This is a matter of great concern to the purchaser, for, with TWINDOW, he is not faced with the extra expense and bother of storm windows, after he moves into the house. Also, it means a lot to me as a builder, since I am not subjected to customer complaints on this score, after

sell my homes faster"



Architects: Heine, Crider & Williamson, Berea, Ohio

the sale is made. What's more, I have found that TWINDOW costs no more than single-pane windows plus storm sash. And these units are quickly, safely and easily installed."

Why not get all the facts on TWINDOW? Find out how these insulating glass units can help *you* sell more homes faster. Write to Pittsburgh Plate Glass Company, Room 8182, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

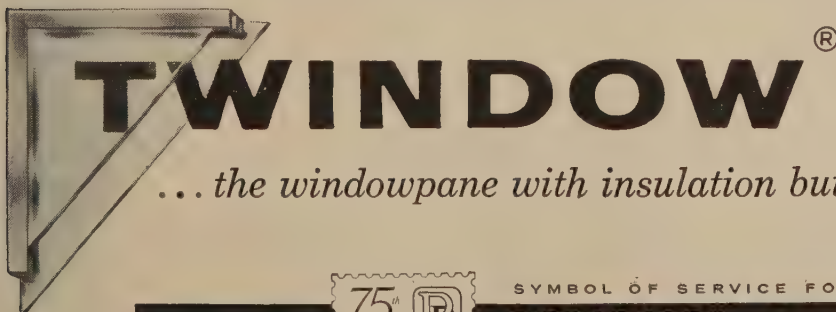
TWO TYPES OF TWINDOW

TWINDOW—METAL EDGE.

This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safer, quicker, and easier.

TWINDOW—GLASS EDGE.

This type is just the thing for modern window wall construction. It, too, has exceptional insulating properties. It is constructed of two panes of $\frac{1}{8}$ " PENNVERNON®—the quality window glass—with a $\frac{3}{16}$ " air space between. TWINDOW—glass edge units come in popular sizes for a variety of window styles.



SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



Now... the shadow

that brightens your sales picture
on the siding that saves you money!

Resist Fire, Weather! No matter how tough the weather, this new siding retains its warm, inviting color. Flying sparks and embers fall harmlessly on SIL-O-ETT. These assurances of protection make selling much easier.

The shadow tone effect, the handsome texture, the new, soft pastel shades all combine to offer irresistible charm. Colors are Sun Yellow, Cadet Gray, Birch White, Island Green, Pastel Green, Pastel Red.



NEW SIL-O-ETT*

ASBESTOS CEMENT SIDING

*with exclusive
deep-tone shadow line*



Straight-grain textured shingles, with
“built-in” shadow tones which will point
up beauty...step up sales!

Use SIL-O-ETT on the homes you build and
modernize, and you add instant appeal to the
buyer who's weary of “look alike” houses. A deep
shadow line, color-toned on each SIL-O-ETT shingle,
readily sharpens buyer interest and brightens your
sales picture.

Accent on Economy, too! The low cost of
SIL-O-ETT—the most economical siding known—
helps you conserve your material dollars while
actually enhancing the value and salability of your
homes. And SIL-O-ETT economy extends to the
buyer, too, who will appreciate the lasting protec-
tion and freedom from maintenance of SIL-O-ETT.

Get full details about SIL-O-ETT—the shadow
tone siding that saves you money and stimulates
your sales. For samples and information, mail the
coupon below . . . today!

MAIL COUPON NOW!

UNITED STATES GYPSUM
Dept. HH-82
300 West Adams Street
Chicago 6, Illinois

Please send me samples and complete information about
the new SIL-O-ETT Asbestos Cement Siding with Exclusive
Deep-Tone Shadow Line.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

*T. M. Reg. U. S. Pat. Off.

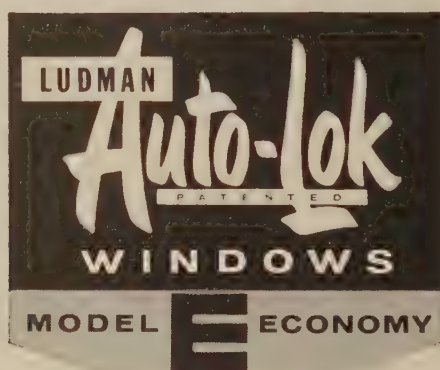
Another better product for better living by

United States Gypsum

the greatest name in building

AGAIN LUDMAN

makes window history
with the NEW
ECONOMY MODEL E



AUTO-LOK FEATURES

at the price of an
ordinary window!!!

**WRITE
RIGHT
NOW!**

LUDMAN CORPORATION

14108 Biscayne Boulevard • Miami, Florida

Please have your sales representative show me the
NEW ECONOMY AUTO-LOK MODEL E.

Name.....

Address.....

City..... State.....



Natural Finish OAK Laminated Hardwood Block

*Natural Finish
WALNUT*

*Natural Finish
BIRCH*

*Toast-Brown Finish
OAK*

*Natural Finish
CHERRY*

Wood-Mosaic Floors—

Beautiful! Economical! Trouble-Free!

Wood-Mosaic's distinctively designed prefinished hardwood block flooring is easily adapted to a wide variety of today's interior schemes and architectural designs.

Wood-Mosaic builds its blocks, not for years of use, but for a lifetime. Permanent in form and shape, you can be sure they will never warp or shrink . . . and for ease of installation, they are tops. Simply lay them over adhesive. They can be installed on any subfloor, including concrete slabs on-grade and can be walked on as soon as they are down.

Aside from their beauty, they are easy under foot and perhaps the easiest of all floors to clean and keep clean. The extraordinary hard lustrous surface requires a minimum of waxing or polishing. An exclusive finishing process makes them scuff-proof, waterproof and resistant to all common household spills. Each piece is tongued and grooved for perfect fit, eliminating irregularities.

Smart homeowners everywhere prefer Wood-Mosaic's beautiful block flooring to ordinary floors, for the patterned block is the modern idea. You can greatly enhance the sales appeal of your houses by the addition of Wood-Mosaic floors.

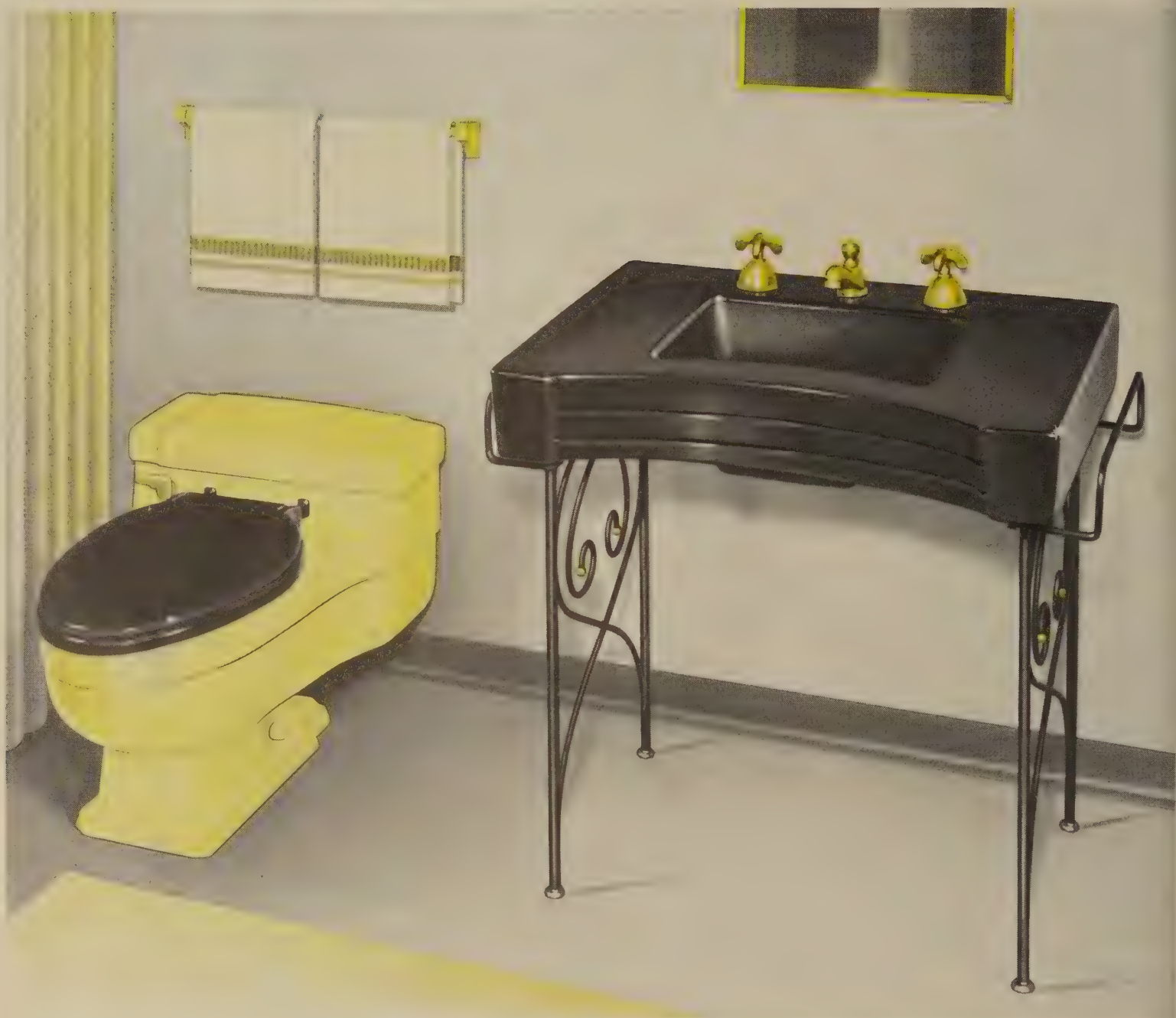
Wood-Mosaic

LOUISVILLE 9, KENTUCKY

Maker of the World's Finest Hardwood Flooring Since 1883

Right Combination

FOR SALE AFTER SALE!



PRODUCED IN 41 DECORATOR COLORS PLUS SPARKLING BLACK AND WHITE

Here is the most wanted, therefore most *profitable* bathroom fixture combination you can offer. The industry's first Concave Lavatory* plus the famous Case Non-Overflow One-piece** Water Closet with the whispering flush.

The Case Wellington*** 300 Lavatory is the most wanted because it's the first *really comfortable* lavatory ever made for men and women. Gracefully curved for comfort and unusual beauty. Extra-spacious, wide, flat deck. Shown with art-designed wrought iron legs and towel bars all in one piece.

Legs supplied in decorator colors and sparkling black and gold. You already know the Case One-Piece Water Closet and its customer-winning features like non-overflow bowl; safeguarding anti-syphon ballcock; pressurized cleansing rim flush; large water area; healthful seat height; time tested, with streamlined design in 41 colors and black and white. Ask your Case wholesaler or distributor or write:

by
Case

*Available with Wrought Iron or Chrome Legs

**Patented

***Patent Pending

CASE MANUFACTURING CORPORATION

33 MAIN STREET, BUFFALO 3, NEW YORK

NOW!

Fresh,
new appeal
to your
prospects!

A DRAMATIC
NEW IDEA
from **LENNOX**...

**"BLOCKS
OF
COMFORT"**

Sure
satisfaction
for your
home-buyers!

Banish forever complaints
about noise, discomfort, faulty
operation, installation, and
high operating costs! Cut
installation time by hours!

No more
heating
and air
conditioning
problems
for you!

Your prospects will learn about this new idea in big-space ads in magazines like TIME, HOUSE and GARDEN, HOUSE BEAUTIFUL, SUNSET, in March!



Suddenly...

you're out from under the age-old comfort compromise—with

In any climate, in any season...

**THE CLEANEST, FRESHEST,
MOST COMFORTABLE INDOOR
AIR YOU'VE EVER KNOWN!**

PERFECTLY AIR CONDITIONED

Cooled throughout your living, working or business area. *Plenty* of cooling, thanks to this super-efficient, specially selected air conditioning unit. Unit capacities from two to ten tons.



PERFECTLY HEATED

Exclusive "accordion-type" heat exchanger of lifetime aluminized steel wrings maximum heat out of fuel for utmost comfort, economy. Use gas, oil, electricity; or the new Landmark Heat Pump, which heats (and cools) electrically. Adaptable to atomic fuel.



PERFECTLY CLEANED AND FRESHENED

A big, two-speed blower, cushioned on vibration-absorbent live rubber in this roomy, sound-conditioned chamber, "floats" large volumes of air through the Landmark—in a perfectly straight line and unimpeded by obsolete dampers, so the whole operation is whisper-quiet. No rushing air sounds to disturb you! The big oversize Lennox Hammock Filter cleans air up to four times cleaner to lighten housework and protect furnishings.



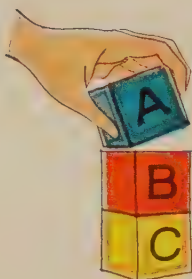
**Buy that new home now—and
be sure there's a Landmark in it!**

LANDMARK*



by **LENNOX** the **LEADER**

Something entirely new in the world: separate "blocks of comfort," precisely fitted to your climate; to your home, shop, store or office—the first true all-year comfort system!

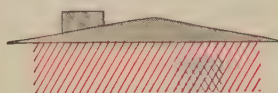


You know it's different the moment you set eyes upon it! For here is not the usual pre-packaged furnace with cooling added, not just an air conditioner with some heating thrown in. Instead, the Landmark consists of *separate* comfort components—*blocks of comfort!*

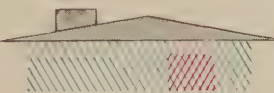
Why separate? That's so your Lennox Comfort Craftsman can select the *one* right heating unit, the *one* right cooling unit, the *one* right air handling unit for your needs. *Only the Landmark gives you made-to-measure heating and air conditioning comfort like this!*

Even if the Landmark didn't have this made-to-measure feature, it would still be the finest comfort system you could choose! It functions so *effortlessly*, you scarcely know it's operating; all you're aware of is the gentle warmth of it, or its refreshing coolness in summer. No sudden "ticks" or thumps, no vibrations, no annoying air surges. Air is *really* cleaned. Even fuel bills are lower, for the air travels in "slow motion" to pick up *all* the heat it can hold—or all the cooling in summer—as it passes through the Landmark. (More details on the opposite page; still more about the Landmark from your Lennox Comfort Craftsman.)

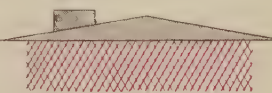
THE COMFORT COMPROMISE: ALL YOU COULD GET AT ANY PRICE—UNTIL THE ADVENT OF THE LANDMARK



HEATING ADEQUATE, COOLING UNBALANCED—with an ordinary system that can't handle high daytime temperatures, heavy sun exposure. (Compromise on summer comfort.)



COOLING ADEQUATE, HEATING UNBALANCED, as the abundant air circulation required for cooling becomes excessive during heating months. (Compromise on winter comfort.)



HEATING JUST RIGHT, COOLING JUST RIGHT—with a Landmark, made-to-measure for your heating needs, your cooling needs, however special they may be. (No comfort compromise!)

CONSULT YOUR LENNOX COMFORT CRAFTSMAN



He'll gladly make a survey, without obligation, to determine which combination of comfort components is right for your home. (Buy Landmark heating or cooling now, add the other later.) See your Lennox Comfort Craftsman, listed in the Yellow Pages. Or write the nearest Lennox factory.

For better living,
better working, better business
—better buy...

LENNOX

*Trade Mark

The remarkable
LANDMARK
 is the newest in the
 line of more than
140 HEATING and
 AIR CONDITIONING UNITS



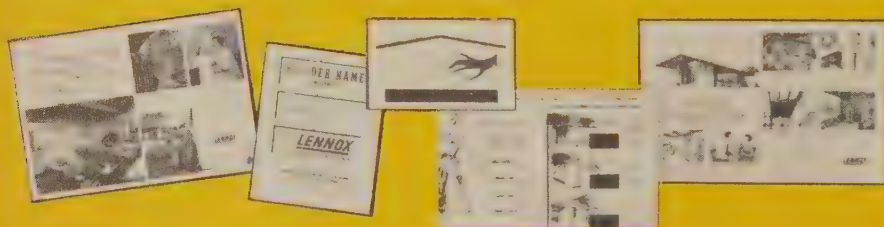
SYSTEMS FOR ANY HOME, ANY BUDGET, MANY COMMERCIAL NEEDS!

This revolutionary new idea, the world's first and only *true* all-year air conditioner, climaxes 60 years of product development by Lennox — world leader in home comfort. Actually, there are more than 140 other heating and air conditioning products in the Lennox line, utilizing time-tested Lennox principles, to handle almost any known comfort need. And superior Lennox engineering promises efficient operation *unmatched* by any other brand.



YOUR LOCAL LENNOX COMFORT CRAFTSMAN

SERVES ON YOUR TEAM! One man in your community can make all this Lennox economy and efficiency become a fact. He is your Lennox Comfort Craftsman, factory-trained by engineers to give you the planning, installing and servicing you have a right to expect. His name is in the Yellow Pages.



LENNOX ADS AND MERCHANDISING PROMOTE HOME SALES FOR YOU!

Lennox was first to run consistent big-space advertising in national magazines to stimulate interest in home buying. For years, Lennox campaigns have prodded prospects with messages like "Now's the time to buy a new home." Lennox continues in 1958 with ads and helpful merchandising aids that say: "Buy that new home *now* . . . and be sure there's a Landmark in it!"

FOR COMPLETE INFORMATION...CALL YOUR LENNOX COMFORT CRAFTSMAN, OR MAIL COUPON TODAY!

WHAT LEADING BUILDERS SAY ABOUT LENNOX:



Herman Niessen, York, Pa.—" . . . your cooperation in producing . . . brochures and other advertising media . . . has been tremendously helpful."



George Meckler, Cleveland Heights, O.—" . . . thank you for the fine sales aids. We . . . find the assistance we have derived from them to be priceless."



Russell Wohlgenuth, Littleton, Colo.—"This letter is to inform you of our complete satisfaction with the personalized tract brochures you have supplied us. This brochure has indeed turned lookers into buyers."



Gil Girdauskas, Milwaukee, Wis.—"The quality of the workmanship in your brochures is the finest we have ever seen."



C. P. Hadley, Fort Worth, Texas—"Lennox is a top quality product with public demand and acceptance."

LENNOX

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LENNOX INDUSTRIES INC.

Dept. HH-3, Marshalltown, Iowa

Please send us complete information about the revolutionary new LANDMARK All-year Central Comfort System for our homes.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

WEISER LOCKS

FINEST IN APPEARANCE FOR EVERY TASTE



CONTRASTING TWO-TONE
COLORS FOR
PRONOUNCED APPEARANCE



SINGLE COLOR
OF YOUR CHOICE FOR
CONSERVATIVE APPEARANCE



WEISER LOCKS

WEISER COMPANY • SOUTH GATE, CALIFORNIA
IN CANADA

WEISER LOCK CO. OF CANADA LTD. • SOUTH BURNABY, B.C.

NOW... BUILT-IN APPEARANCE FOR YOUR HOMES AT NO EXTRA COST!

Presenting New 1958

KELVINATOR "STYLE MARK"



REFRIGERATORS



5 Brilliant New Models, All With Kelvinator's New "Style Mark" Look... Striking Expression Of The Higher Quality Always Built Into Kelvinator Refrigerators

Kelvinator gives the builder the newest and most advanced design in refrigeration. Here are exteriors of striking new beauty and interiors of jewel box richness with the new French Vanilla accented with gold and white. And as always in Kelvinator products, here is that famous Kelvinator quality that means readier acceptance by new home buyers and maximum freedom from customer complaints. Here is one simple way to stimulate sales at no extra cost—put new 1958 Kelvinator "Style Mark" models in your model homes and in every home. Write Kelvinator Division for full details on new 1958 "Style Mark" refrigerators.

Mark of Styling Craftsmanship  Mark of Engineering Leadership



"FLEXIBLE STORAGE" means extra room for bulky things or extra bottles when needed, but only when needed. Top shelf is easily moved up... just as easily replaced when the need is for more shelf area instead of height.



TO KEEP FRUITS from rolling and bruising, only Kelvinator has a Slide-out Fruit Basket. It is easily removable to make still another occasionally needed place to put extra milk, soft drinks or bulky foods.

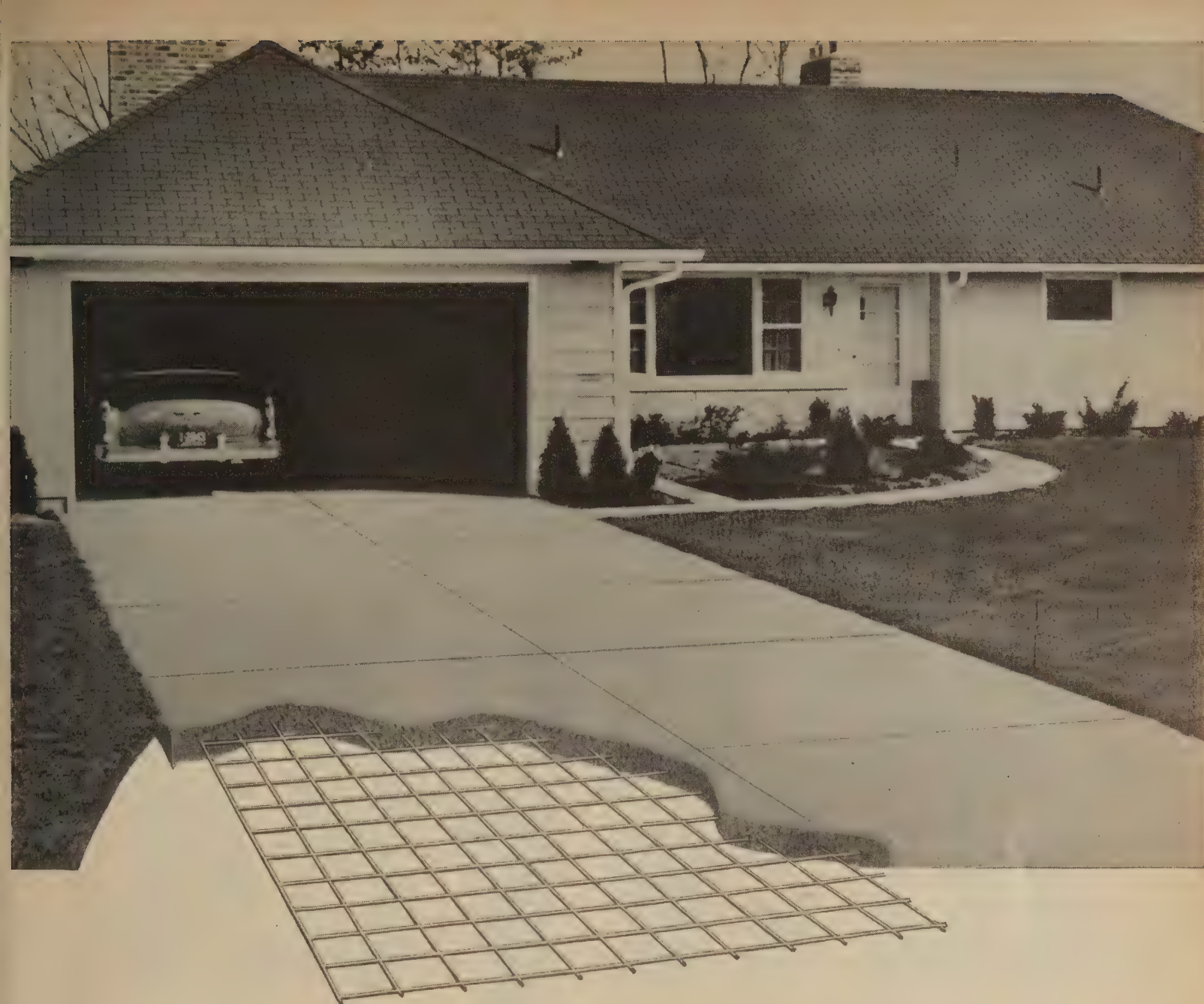


Kelvinator

American Motors Means  More For Americans

Live Better Electrically





Give your homes added sales-appeal with **WELDED WIRE FABRIC** concrete reinforcement

ONE OF THE BEST WAYS to strengthen concrete is with Welded Wire Fabric. When this reinforcement is used, the cost of the concrete is increased less than 10%, but its strength is increased 30% . . . giving you a strong selling point when pointing out your foundation and basement slabs, walks, drives, and patios to your prospects.

Tell your home buyers that concrete reinforced with Welded Wire Fabric is far less apt to crack or break, even underground heave or adverse weather conditions. And be sure to remind them that Welded Wire Fabric must be installed when the concrete is poured. It cannot be added later. Architects, as well as builders, can stress the importance of this to their clients by reminding them that Welded Wire Fabric reinforcement should be included in the original plans.

National Advertising helps you sell

Leading national magazine campaign directed to home buyers is telling your prospects all about the advantages of Welded Wire Fabric reinforcement for concrete and reminding them

to ask about it when they purchase a home. So that your information will be up-to-date, send for your copy of our free booklet, "Reinforced with Welded Wire Fabric." It will bring out many additional selling features which you can pass on to the people who come to see your homes.

Buyers will ask *"is it Reinforced?"*

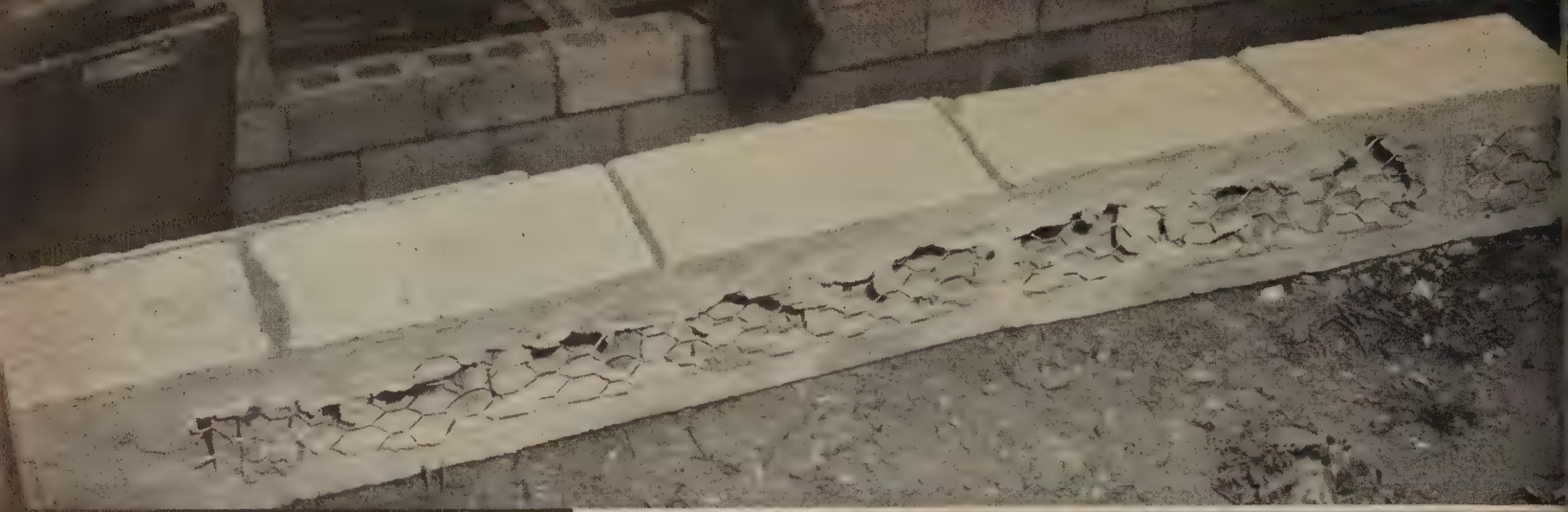
Wire Reinforcement Institute, Inc.
Dept. 92, National Press Building
Washington 4, D. C.

Please send me promptly a copy of your manual,
"Reinforced with Welded Wire Fabric."

NAME

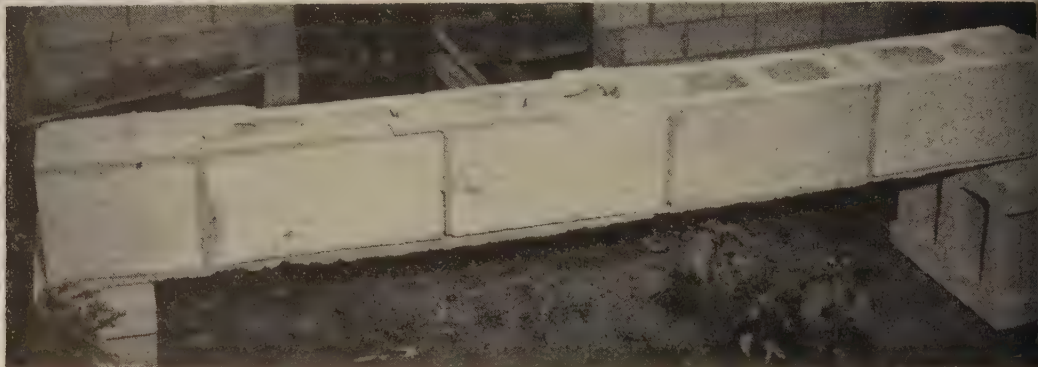
ADDRESS

CITY ZONE STATE



Note the full embedment of the face shell of these units. KEYWALL helps hold mortar in place, giving a stronger, more weather-tight wall.

When a 2-day-old course of masonry was removed from the wall this section of five units came out in one piece. The load of this beam is carried by the KEYWALL reinforcement in the mortar joint.



“EXCLUSIVELY, NOW”

says Al Gans, Masonry Superintendent
R. S. Ursprung Company
Cleveland, Ohio

“I believe in reinforced masonry,” says Al Gans. “In fact, I was one of the first in Cleveland to use it. But I was never satisfied with results until Keywall came along.”

“It looked right to me. I tried it out. It solved the

problems I had with other types. The results in the wall have lived up fully to my expectations. Today, I use no other type.”

Here you see some of the ways Mr. Gans is using KEYWALL to get better, stronger walls.

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS



“I build a chase in the wall. Pipes, ducts and conduits are easy to install when KEYWALL is used. I run the KEYWALL right through the chase,” Mr. Gans explains. “The center mesh can be cut away as required without destroying the reinforcement value.”



“You can’t beat KEYWALL as a wall tie,” according to Mr. Gans. “It does everything a wall tie should do, and does it better. In addition, it gives reinforcement. What’s more, this double-duty product costs no more in the wall than the ordinary non-reinforcing type of wall tie. With KEYWALL I omit header courses, too. KEYWALL doesn’t shear when walls move, as header brick do. It’s easy to see why I’m so enthusiastic about KEYWALL.”



KEYWALL

Galvanized

Masonry Reinforcement



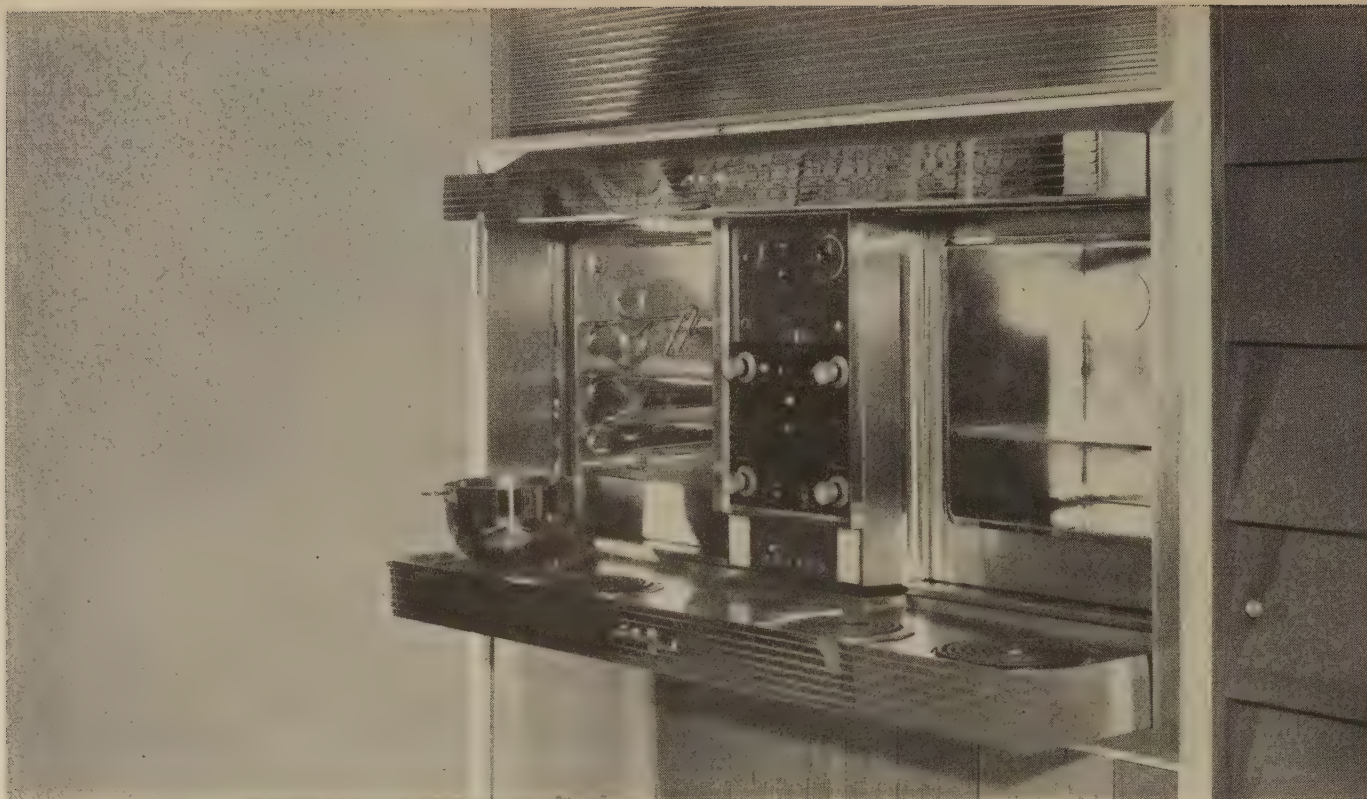
"I have no problem getting masons to lap KEYWALL. I prefer a 2-foot lap. When it's lapped, it doesn't interfere with the embedment. Yet it gives the full reinforcement value of continuous wire," Mr. Gans points out.



Wherever walls intersect, Mr. Gans uses KEYWALL to tie them together. "It is easy to place in alternate joints as shown," he explains. "And KEYWALL bends out of the way, removes the hazard of projecting rods or wires."



"Reinforcement is only as good as its bond. This section of joint shows how KEYWALL is fully embedded in the mortar to provide an exceptional bond. Actually, the hexagon mesh becomes locked into the mortar," says Mr. Gans.



Complete cooking center fits in a 58" space. The central control panel separates an electronic oven (right) and a standard electric oven. Directly below the oven is a full-length drawer-type

surface unit with two thermostatically controlled 8" surface units, two 6" conventional units. Above, a drawer type ventilating hood with built-in lighting. Pushbuttons control upward sliding

oven doors (both units have outer steel door, inner glass door), oven heating, rotisserie, surface units, and operation of surface unit and hood drawers which are flush when not in use.

Want these 196X appliances for your 1959 houses?

You may be able to get the first of them late this year. Hotpoint, which spent very close to a quarter of a million dollars developing them, certainly hopes so. It all depends how many builders and architects and other prospective buyers say they want them.

These are not "dream appliances." To make most of them, all Hotpoint has to do is assemble units from its 1958 line. The few special units are already fully engineered, could be put into production fast.

But if the components are 1958, the concepts of new functions, new combinations of appliances, new over-all unit design, and new pushbutton operation are 196X.

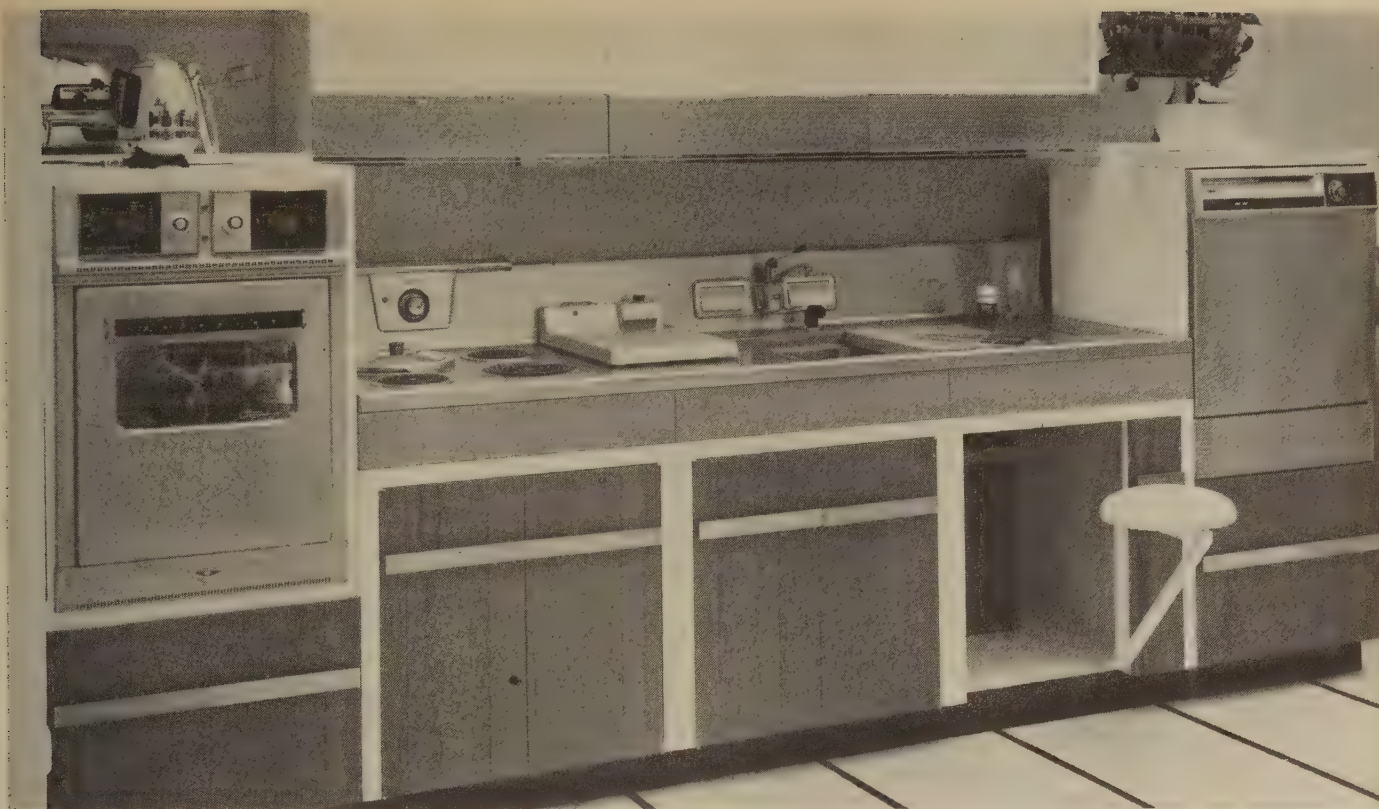
The ifs and whens of production depend on an unusual survey

Hotpoint introduced these experimental "Custom Trend" units to editors and dealers at the January home furnishings show. In the three weeks after the show, 200,000 of the general public saw them. Then, at the NAHB show, thousands of builders and architects saw them. Hotpoint officials already have in hand about 30,000 filled-out survey forms, have talked with other thousands of possible buyers. Within six months, survey results and suggestions will be carefully studied to see if the new units will be accepted; whether any further design, engineering, or marketing problems remained to be solved. If things look good, production of at least limited editions will begin.

Early indications? The cooking center above and the oven with drop-down surface units (opposite page, bottom) are really hot.



Built-in water heater unit, 24" wide and 72" high, has sliding counterbalanced door which slides up when the home owner needs a pail of plain or detergent mixed water. Toggle switches on control panel at top control faucets at bottom for hot water (at "normal," "extra hot," or "vacation" temperature) and detergent. Detergent dispensing faucet includes a swing-out detergent holder big enough for a three month supply. Water heater itself is 1958 Hotpoint unit, available in 30- to 82-gal. sizes.



11-ft. modular kitchen includes built-in oven (left) and dishwasher (right)—both standard 1958 appliances; four pushbutton controlled surface units and an automatic griddle; a specially de-

signed bi-level recessed sink with a waste disposal and slideover maple cutting board. Below this complete food preparation center and clean up center is a swing-out stool that lets the house-

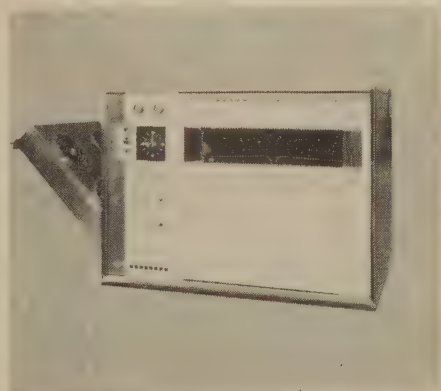
wife do her food preparation in comfort, and storage space in five separate cabinets. Above the unit are three pull-out combination ventilation and illumination bars.

Three other new units are not shown. The first is the "Tempatron", an experimental unit that heats water, dehumidifies, chills foods, air-conditions, and ventilates. Designed to stand in the kitchen of basementless homes, it combines a standard air conditioner, a new heat-pump water heater, a 45° chiller and a ventilator; in a space just 27" wide, 7' high. The second is a 54" custom range that combines a standard

built-in oven and 30" stack-on surface unit set on low free-standing cabinets. The third is a 15" x 15" single automatic cooking unit. A standard deepwell unit with thermostatic control is supplemented by a new automatic "control tower" designed to allow the unit to operate as a regular thermostatically controlled surface unit, as a deepwell cooker, Dutch oven, french fryer, or 25-cup coffee maker.



7-ft. cooking center combines a new built-in electronic oven (left) that is slightly smaller and (Hotpoint hopes) will be considerably cheaper than the electronic unit it introduced two years ago, a standard 1958 30" stack-on surface unit (center), and a standard 1958 model electric oven (right). This small "one wall cooking unit" has cabinet storage above and below all units. Doors have a cherrywood finish. This complete unit is designed to be mounted flush with the wall.



Oven with surface units is 24" high, 32" wide when the surface units are folded into the oven unit, 52" wide when they are swung down in operating position. The oven is a newly designed 18" wide unit (two inches smaller than standard 1958 ovens) with a new bigger viewing window. It includes a rotisserie, shallow reversible rack, standard rack, bake and broil units. On control panel, rotary switches control oven, pushbuttons control one 8" and three 6" surface units. Unit sits on countertop.



Washer-dryer and sink occupies just 57"—no more space than a matched washer and dryer. Depth is standard 28" flush to wall. The unit consists of a standard Hotpoint 1958 washer-dryer with the top panel removed and replaced with a 57" gold veined porcelain enamel steel top with a round stainless sink bowl on the right side. Below the sink: three storage drawers. On shelf over unit: a row of clear plastic containers that dispense soap, detergent or bluing at the push of a button./END

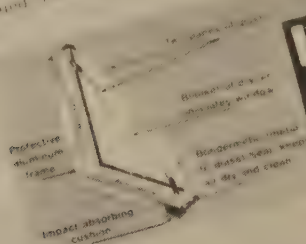
FOODS
are NEW.



Better your living in a new home
with *Thermopane* between you and the weather

[illegible]

Birds - know that winter
a house - birds - winter -
winter - birds - to keep -
to keep - birds - winter



LOF
GLASS

Thermopane
INSULATING GLASS
LIBBEY, OWENS, FORD
a Great Name in Glass TOLEDO 3, OHIO

"It would be a great help if manufacturers would direct more of their consumer advertising to helping us sell more new houses."

N.A.H.B.'s GEORGE GOODYEAR



MOULIN STUDIOS • SAN FRANCISCO

so Thermopane[®] is telling all America:

"Better your living in a new home!"

In the magazines your prospects read regularly, L·O·F advertising is helping you sell houses by saying such things as this:

"You'll be happier in a new home . . . today's homes are better planned for family living . . . better built with advanced new building materials."

And, to illustrate that statement, the advertisement explains how *Thermopane* insulating glass makes homes more comfortable, more economical to heat, pleasanter to live in all year 'round.

This advertisement (and others to follow) urges readers to visit model homes. When they do, they'll be looking for "better living" features, like *Thermopane*. Put it in every window of your model home — even if you only offer it as an option.

Be sure to ask for *Thermopane* merchandising helps. Call your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages), or write direct. Dept. 938, Libbey·Owens·Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

◀ Full-color advertisements, like this, in *American Home* and *Better Homes & Gardens*, promote new home sales.



Thermopane
INSULATING GLASS

LIBBEY·OWENS·FORD

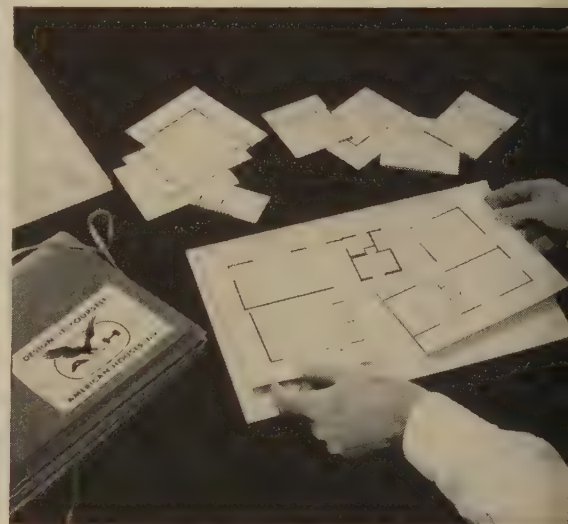
a Great Name in Glass TOLEDO 3, OHIO

Why you should join AMERICAN HOUSES

Key builder group... *The men who are building 50-100-200
or more houses a year know value and
quality . . . these men are key builders
and are using American Houses services.*

Here is the reason in a nutshell: American Houses offers you field service that is fact, not fiction—and it's free. American Houses has the organization flexibility to custom-engineer revisions for you. American Houses gives mortgage assistance, tested promotional helps and the kind of competitive price you'd expect from a manufacturer who has worked with some of the largest development builders in the country for the past 25 years . . . builders who know and demand quality and service.

Design-It-Yourself Kit enables you
to plan a house to fit your market . . .
in minutes. You select the size house,
pick out the room elements, put them
together and your house is laid-out.



8 reasons why Key builders are builders of American Houses

- Hard-to-beat competitive pricing
- Custom-engineered revisions
- Mortgage assistance
- Personal promotional assistance
- Quality materials—sound engineering
- Tested sales aids
- On site field service
- Exclusive Design-It-Yourself system

To top it all, there is American Houses exclusive Design-It-Yourself* system, acclaimed as the greatest advance in building since prefabrication. With this system you have an almost unlimited choice of all house elements . . . living room, bathroom, kitchen, bedrooms, storage-stairs . . . elevation styles, roof styles and attachments.

Look into the American Houses way of doing business and you will join America's top builders . . . American Houses Key Builders!



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Company _____

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City _____ Zone _____ State _____



**how to give
people what
they want!**



NOW...Modernfold adds doors of wood to the fabulous line of fabric doors!

The MODERNFOLD story is full of surprises! If it described only the research-proved superiority of MODERNFOLD construction, this alone would be an unbeatable sales-point.

And now, MODERNFOLD offers a greater selection of folding doors than anyone in the industry, by introducing doors of choice *wood*...in selected, matched veneers, laminated to a solid core.

MODERNFOLD's famous fabric-covered doors give you a wonderful choice of weaves and patterns...all washable. The powerful double-strength steel inner frame is the essence of long-lasting service and shape-retaining good looks.

Whatever people want, MODERNFOLD has: custom doors, stock doors, economy doors, and the new WOOD doors.

MODERNFOLD's national ads appear in *Better Homes and Gardens*, and *Time*. But *you* can show customers, *firsthand*, the many plus-features that give people exactly what they want!

Your MODERNFOLD Distributor is listed under "Doors" in the yellow pages.



THE FIRST AND FINEST IN FOLDING DOORS!

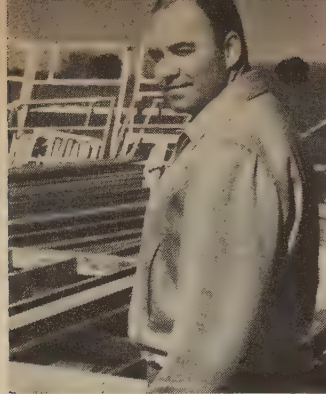
NEW CASTLE PRODUCTS, INC., New Castle, Indiana
Manufacturers of
Folding Doors, Air Doors, Shower Enclosures,
Vinyl-coated Fabrics, and Peabody School Furniture.
In Canada: New Castle Products, Ltd., Montreal 23.



OPEN-AIR PRODUCTION LINE sits on permanent concrete foundation. Panels slide on wooden rails, are pulled along by drag chain

powered by a 15-hp. motor. Unit is seldom idle in arid California climate where rainfall is concentrated in a few weeks, frost is rare.

Factory-in-the-field helps this builder keep his 1958 labor costs at 1953 levels



JOHN "JAKE" JACOBSON

Men walking around with lumber on their shoulders is one of the commonest scenes at a construction site. You'll see very little of that at Builder John Jacobson's Rancho Cordova tract outside Sacramento.

Reason: almost all his materials handling is mechanized. Most spectacular units: the 250' production line (photo left) on which he builds all exterior walls; and a 100' line for interior partitions and gables. Result of this and other mechanization (see page 174): Jacobson says his carpenter labor costs are still as low as they were five years ago—in the face of a 21% increase in pay. His labor costs are about 30¢ per square foot lower than most of his competitors.

He developed this open-air production line by trial and error as a way to keep labor productivity high when he began building the 500-acre development in 1953. It cost him about \$5,000.

The line is in one corner of the tract, surrounded by piles of lumber, other materials, and templates for every partition and wall used in all Jacobson's models. As panels move down the line, carpenters pull a lever to unhook them from the dragline; so the panels remain motionless at six stations where studs, braces, vapor barrier, sheathing, nailing strips, window frames, and shakes are added.

It takes less than 30 seconds to change templates, so Jacobson builds all the walls and partitions for one house in one production sequence. This produces a flow of components which can be stacked on a trailer and towed to

nearby sites a house at a time, cuts chances that workmen will forget some component that will hold up on-site work.

Four men build all the panels for a house a day

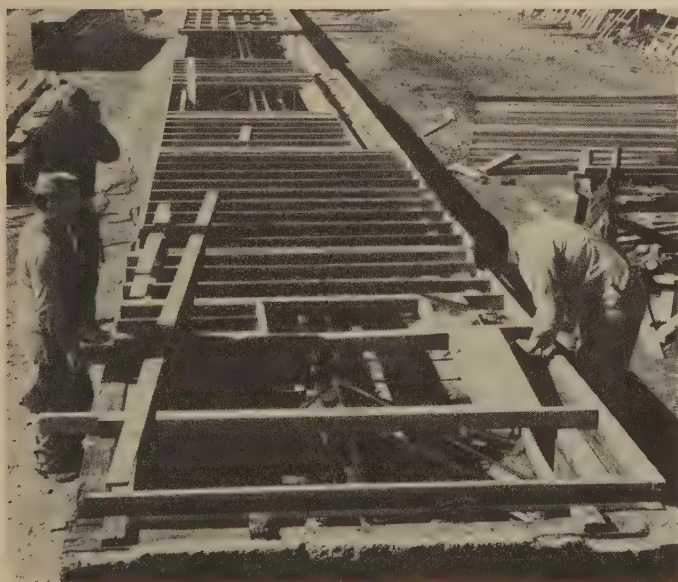
This meets Jacobson's normal production schedule. But by putting more carpenters on the line, he can boost the line's output to five houses a day.

Jacobson avoids pre-glazing. He found moving assembled walls shifted the putty. And plumbing, heating, wiring, tile and hardwood floors (all subcontracted) are installed after the house is up. Local plumbers use prefab plumbing trees, and painters (Jacobson has his own crew) use spray guns.

How many houses are needed to justify the line? Jacobson contends that—in dry climates—his setup ought to save builders money on tracts of 300 houses and up (he builds 200 a year). But he adds: "A lot of builders have looked at my rig. They shake their heads and say, 'Not practical.'"

But shake their heads is just what other Sacramento builders did when Jacobson began building in a vineyard 12 miles from downtown back in 1953. Lo, nearby Mather AFB became a B-52 base and the nearby Aero-Jet factory went into rocket fuels. So Jacobson (last year's president of the California Council of Home Builders) acquired a market which accounts for 90% of his sales. He has the only shopping center in an area with 8,000 people. And today he is one of Sacramento's five biggest builders.

Here is how the materials' handling system works



START: two men drop pre-cut studs into grooves of templates, nail them in place. Assembly stays motionless as carpenters work, then is hooked to chain, pulled to the next station. Photo opposite shows all stations, with "out end" in foreground.



THEN: PANELS MOVE to job site a few hundred yards away on Jacobson-designed trailers hauled by pickup trucks. Jacobson found it cheaper to build his own trailers (they cost less than \$200 each) than to buy commercial farm trailers.

To see the finish, turn to p. 174



CAUSED THE REVOLUTION IN ROOFING

251 million of these automatic shingle seals are now at work proving that
Bird Wind Seal Shingles are the "hottest" roofing product in the industry.
.....

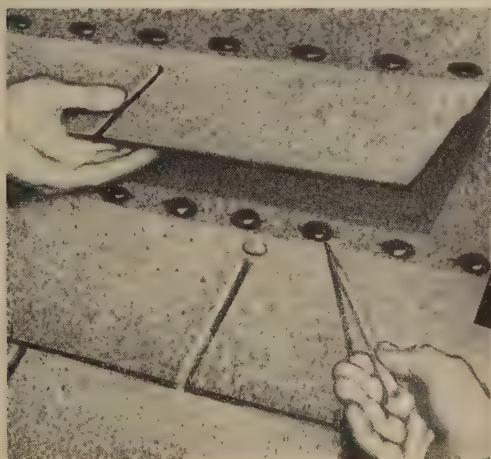
Builders are specifying Bird Wind Seal Shingles because:

1. They're tested to stay sealed down in hurricane winds of 80 M.P.H.
2. They have FHA acceptance for 2" in 12" roof pitch without special cementing.
3. Spaced seals allow for drainage — prevent trouble.
4. They're packaged ready to use; no pulling apart, no tearing; each shingle face up in pack; no extra labor costs.
5. There's no hand sealing; cement is factory applied; no smearing or dripping; adhesive does not shatter to soil roof.
6. The sun "Spot welds" the roof down at over 19,000 points on the average home.
7. They're made for long life with double surface, *thick butt* Masterbilt construction.
8. They're available in a beautiful range of wanted colors.
9. Prospective homeowners ask for them because Bird Wind Seals are advertised month after month in full color in the Saturday Evening Post and demonstrated by Dave Garroway and Jack Paar on NBC-Television.

* * *

Ask your Bird salesman or distributor about Wind Seal Shingles — and ask for sales aids to help you demonstrate these shingles in your model homes.

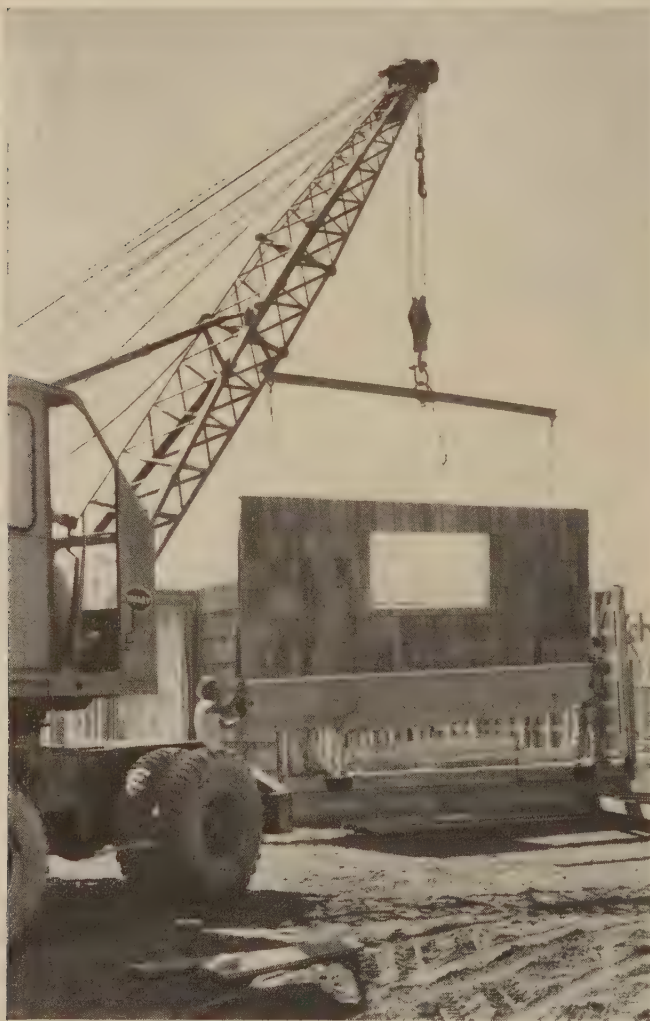
BIRD & SON, Inc., Dept. HH-3, East Walpole, Mass.
Chicago, Ill. . . . Shreveport, La. . . . Charleston, S. C.





AT THE SITE. Here crane is lifting interior partition into place (rear) while plumbers and subflooring men work on house in middle distance.

Cost of picking up job-site trash is held down by a foreman's idea: throw it in a big box and haul it away via fork truck.



HOISTED BY CRANE, 18' wall panel is swung into place. Biggest panel Jacobson uses is 56' long, but the \$16,000 crane lays it into a house in only 43 min. Cranes also handle roofing materials and dry-wall going into house.



THE FINISHED PRODUCT: best selling model last year was this 1,485 sq. ft. three-bedroom, two bath house. Price: \$16,500, with a \$350 va down payment. Other models, designed by Dick Spore, range from \$11,000 to \$17,000.



COST-CUTTING DIVIDEND: Foundation templates, designed by Jacobson himself, have completely eliminated stakes and ties. He figures this saves about \$30 a house. In two hours, three men can set up the 50 templates and 16" high form boards for foundations of a 1,600 sq. ft. house. On Rancho Cordova's generally level ground, the foundations stop short of the top of the forms, making it easy to set sills. Each set of welded steel templates cost \$500, but Jacobson has built over 800 homes with only two sets. At least ten Sacramento builders have borrowed the idea. /END

When they ask to see the Furnace... **SHOW THEM ONE
THAT'S AN AIR-CONDITIONER, TOO...**

SUN VALLEY* by ARKLA-SERVEL
(For All-Year® Gas Air-Conditioning)

®TRADEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSVILLE, IND. & SHREVEPORT, LA



SHOW THEM the most effective way to beat any heat spell. No more drafty fans . . . no more spot cooling in a couple of rooms. The Sun Valley* by Arkla-Servel cools the entire house (every room of it) from a single compact unit. And provides complete and correct moisture control both Winter and Summer. Your prospects will like the peace and quiet of the Sun Valley*, too! There's no noise because there are no moving parts in the cooling system.

SHOW THEM how easily the air conditioner can be turned into a furnace when blustery winter comes booming in. A simple dial setting—and presto!—the Sun Valley* by Arkla-Servel is the most wonderful furnace! It circulates gentle warm air to every room of the house. And with Gas your prospects will never have to worry about late fuel deliveries—dependable Gas is piped right into their homes, a modern convenience only Gas can give.

AMERICAN GAS ASSOCIATION

ONLY GAS  **does so much more...for so much less!**

World-famous designer
Paul McCobb now teams with
Blue Ridge to help you
sell your houses!



*This McCobb idea not only helps you set the room apart...
it helps you set the house apart...and costs so little!*

These pivoting panels are made of handsome Blue Ridge *Patterned Glass* and simple extruded aluminum framing. They will make a strong impact on your prospects. Because they're beautiful! Because they're different! Because they're an *original* idea created by world-famous designer and interior decorator, Paul McCobb . . . a name you can *merchandise*!

And this is only one of eight wonderful McCobb decorative features created *exclusively* for Blue Ridge. Made of Blue Ridge *Patterned Glass*, each can be easily installed by your regular crew.

See how simple it is to build all eight McCobb originals. They're all shown in a brand-new, 20-page color book together with installation directions. On the press now! Reserve your copy by mailing the coupon below, today. First come, first served!



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Please reserve my free copy of the 20-page book
of Paul McCobb's design ideas for Blue Ridge
Patterned Glass, ready for distribution soon.

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PUT McCOBB ON YOUR JOB

Patterned Glass

by Blue Ridge



BLUE RIDGE GLASS CORP., Kingsport, Tennessee
SOLD THROUGH LIBBEY-OWENS-FORD DISTRIBUTORS AND DEALERS





Paneling in random-plank style is 4' x 8' Weldwood Cherry V-Plank®. Table and dresser tops are Micarta®.

More eye appeal—less installation time— with Weldwood Prefinished Cherry Paneling

One look at this cheery cherry-paneled bedroom makes your prospects want to call it "home." Yet there's more here than meets the eye—for both the buyer and the builder.

The rich variations of color and grain in Weldwood Paneling give beauty that's *grown*—not added. What's more, it's beauty that's heightened and preserved by Weldwood's exclusive fine furniture prefinishing. Each panel is triple-sanded to apple-skin smoothness. Then it's sealed, toned, filled, and twice-lacquered to resist wear and dirt . . . keep upkeep down.

Weldwood Prefinished Paneling makes your installation job easier, keeps your labor costs lower. The price is reasonable, too—retails from \$45 to \$78 for a 12' x 8' wall.

See the complete Weldwood Paneling display at your lumber dealer's. And, for help in planning new sales-building uses of Weldwood products in your homes, make a date with your Weldwood Builders' Service Representative. There are 111 offices in cities in U. S. and Canada. New York showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.



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A product of United States Plywood Corporation

SOFTWOOD AND HARDWOOD PLYWOOD, DOORS, LUMBER, FINISHING MATERIALS

HH-3-58

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Please send me my free copy of the new full-color folder, "Presenting Weldwood Prefinished Paneling For Fine Interiors," which beautifully illustrates the full Weldwood Prefinished Paneling line and gives installation instructions.

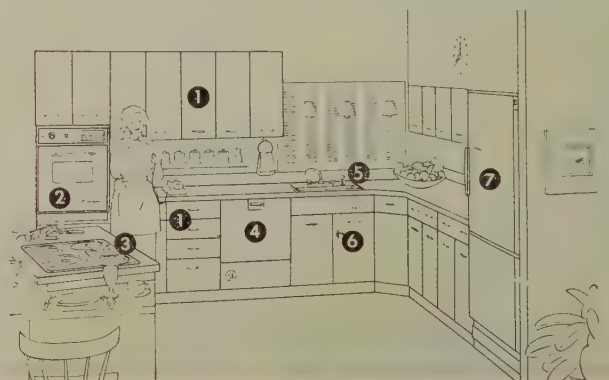
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New refrigeration center



everything for MODERN

1 "Select-A-Door" wall and base cabinets 2 Built-in gas and electric ovens 3 Built-in gas and electric cooking tops 4 Dishwashers 5 Cabinet sinks 6 Disposers 7 Refrigerator-freezers . . . plus automatic washers and dryers, combination washer-dryers, air conditioners, dehumidifiers.



for modern kitchens...

1958 RCA WHIRLPOOL modular refrigerator-freezers present another refrigeration first...NO FROST ever in refrigerator and freezer sections

Think of it... a refrigerator-freezer that needs no defrosting because there is no frost in either the refrigerator or freezer storage space! It's a first-time-ever refrigerator-freezer that ends completely all the nuisance and inconvenience of defrosting.

How? It's simple. This entirely new and different refrigerator-freezer does away with coils in *both* food storage sections. So there's no place for frost to collect. In the refrigerator section, exclusive Activated-Cold air circulates to maintain correct food preservation temperature. In the freezer, dry "zero-cold" air removes excess moisture as it fast-freezes food. And, only RCA WHIRLPOOL refrigerator-freezers have the Air Purifying System to help keep food fresher, longer.

It looks like a built-in...yet you have none of the fuss and expense of a built-in!

Now you can achieve a true built-in look with a free-standing unit in just 36" of space! The 17 cu. ft. Mark 17 model (left) has no coils on the back... all 4 sides and top are flat... the door hinges *inside* the cabinet. Thus it fits flat to walls and cabinets, needs no air space or vents!

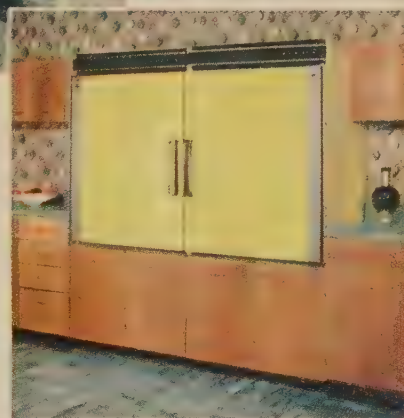
See these new RCA WHIRLPOOL refrigerator-freezers... you'll discover they can add maximum appeal to your kitchens!



Functionally-designed interior of the Mark 17 model is clean and spacious... with extra usable shelf area.



EM 6V... a new 6 cu. ft. freezer designed to be installed under a standard counter in a space just 36" wide.



EM 11R and EM 11V... an 11 cu. ft. refrigerator and matching 11 cu. ft. freezer install eye-high over base cabinets.

KITCHENS with one brand name Whirlpool

The complete line of RCA WHIRLPOOL appliances includes built-in and free-standing models in both gas and electric... every type of cabinet in wood and steel or all steel... to make modern kitchens complete. Each cabinet and appliance is engineered for simple, fast, economical installation. All are available from one source... from one supplier ready to give you expert planning and merchandising assistance and fast delivery. And, each product carries one brand name that is nationally known for quality, performance, and dependable service... RCA WHIRLPOOL!

Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information about the new RCA WHIRLPOOL kitchens and the newest cooking center for modern kitchens.

NAME _____ TITLE _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ ZONE _____ STATE _____

HH 3

RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

For the package deal at a package price... it's RCA WHIRLPOOL!



Easier, faster installation comes naturally with siding of Alcoa Aluminum. No calking, countersinking or puttying. Light, easily handled sections go up in a hurry for faster starts on interior work and earlier completion dates.

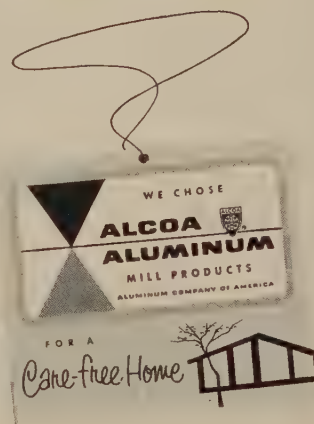


Easier living, too, because it takes no more than an occasional wash with the garden hose to keep the baked-on colors sparkling bright and clean. No other maintenance. It's as practical for new homes as it is for remodeling.

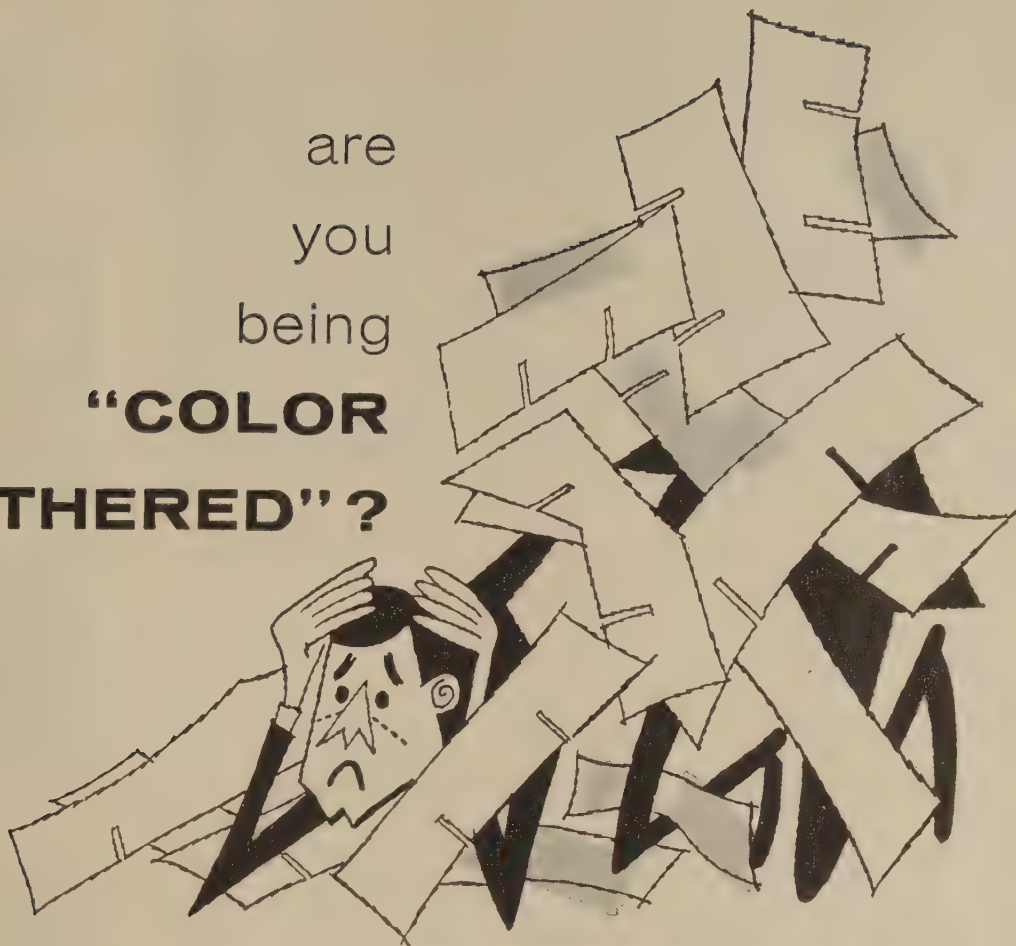
Install aluminum siding... sell *Care-free* living

When you install clapboard siding of Alcoa® Aluminum, you get a big bonus on installation time and labor. Aluminum siding neither splits, warps nor buckles, and it ends the job of countersinking and puttying nails. But the big news breaks when your customers learn of the end of periodic painting . . . of siding kept radiantly beautiful, just by the jet from a garden hose . . . of the cool comfort aluminum brings by bouncing off the rays from a scorching sun. Because these advantages mean Care-free living, they can make buyers out of prospects and turn a larger, faster profit for you.

Like all 18 building products of Alcoa Aluminum, the best in clapboard siding bears this Alcoa Care-free tag—a mark of quality widely advertised and widely known to a whole nation of homeowners. Look for the Alcoa Care-free tag on the aluminum siding you install. Aluminum Company of America, 1969-C Alcoa Building, Pittsburgh 19, Pennsylvania.



are
you
being
**"COLOR
SMOTHERED"?**



From sky-blue pink to rain-barrel red, an avalanche of roofing colors is smothering the building industry . . . **DISTRIBUTOR, DEALER, CONTRACTOR, AND BUILDER ALIKE!**

The resulting big inventories, slow turn-over, and costly left-overs have cut seriously into profits, and tied up working capital.

What's the solution? . . . Certain-teed's all-new C-T "*Color-Tuned*" roofing line of just 10 colors!

Certain-teed has retained the services of Beatrice West, one of America's foremost color authorities in the building

industry and an expert in building products color styling, to create an entirely new line of roofing colors based upon customer preference and style trends. Her findings prove that the 10 new "*Color-Tuned*" colors by Certain-teed will completely satisfy the needs of all your customers.

Beat the big inventory problem, step up turnover, eliminate costly left-overs! Stock the Certain-teed "*Color-Tuned*" line, and you'll cut costs and show bigger profits.

For all the news on this BIG news in roofing, call, wire or mail this coupon immediately.

olor *uned*
ROOFING SHINGLES

Certain-teed

REG. U.S. PAT. OFF.

Products of Certain-teed Products Corporation

SOLD THROUGH

BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT • SHINGLES AND SIDING
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

Color Service Division, Dept. H
Bestwall Certain-teed Sales Corp.
120 E. Lancaster Ave.
Ardmore, Penna.

I want more information on the NEW "*Color-Tuned*" roofing line and Certain-teed's new "*Color-Tuned*" Home Harmonizer.

Name.....Title.....
Company.....
Street.....
City.....Zone.....State.....



YOUNG FAMILIES GROW...HOUSES DON'T

Have you outgrown your Home?

Your present house is probably worth as much as ever will be! This same equity in a new home can mean you must have NOW for your growing family

Get Out of Your Present House and Into The New Home That Really Suits Your Needs... NOW!

SEE YOUR BUILDER SOON FOR COMPLETE INFORMATION



Presented in the public interest by the Home Building Industry of Dallas County

LOOK FOR THIS SYMBOL!

IT IDENTIFIES THOSE LEADING BUILDERS OF DALLAS COUNTY WHO CAN HELP YOU FIND THE "MOST" FOR YOUR MONEY THE KEY-BUY FOR YOUR NEEDS!

And don't forget... You get a lot of Home for your Housing Dollar Now!

OWN THE HOME NOW... THAT YOU NEED NOW!

DISPLAY ADVERTISING appeals to selected groups of buyers with emotional pictures and headlines backed up by rational copy.



Your own home in '58 or merely rent receipts? **PAY YOURSELF or PAY the LANDLORD!**



Does your family deserve a promotion too?



Can YOUR teen-agers have their fun at home?



Are you rattling around in a "TOO BIG" house?

Teamplay in Dallas: new ads are beamed at six types of buyers

In Dallas County, builders are reporting more model home visitors than they've seen in six months. Just natural growth in demand? No. Big turnouts are largely the result of a switch in advertising tactics by the Home Builders Assn. of Dallas County.

The builder's previous ad campaign—a frank effort to divert consumers' dollars from automakers—shouted: "Buy a home first" or "Buy the house and then the car." It laid an egg.

The new campaign sells directly but just as hard hitting. Its theme: "Own the home NOW that you need NOW."

Newspaper display ads (above), prepared by the Sam Bloom Advertising Agency, are aimed at six selected buying groups:

1. Young married couples who live in rented quarters—"Your own home in '58 or merely rent receipts? Pay your-

self or pay the landlord?"

2. Growing families—"Young families grow . . . Houses don't. Have you outgrown your home?"

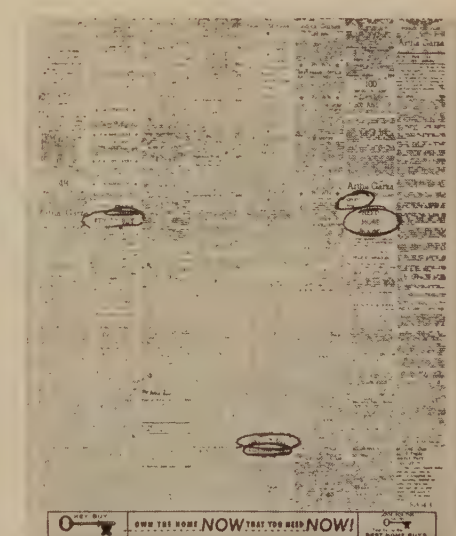
3. Young executives on the way up—"Does your family deserve a promotion, too?"

4. Families with teenage children—"Can your teenagers have fun at home?"

5. Older couples with grown children—"Are you rattling around in a too big house?"

6. Families in deteriorating neighborhoods—"Has your neighborhood changed?"

Display ads also direct attention to the classified pages (right) where participating builders repeat the campaign's "key buy" symbol in individual ads. Up to 60 builders tie in on one weekend.



CLASSIFIED PAGE echoes display ads with "key buy" symbols and sales slogan.

Sales boosters

Want to sell families with kids?

"The first thing they look for is two baths, next is a family room, then a patio." So says award-winning merchandiser (Hotpoint's grand prize at NAHB convention) Abe Johns of Tampa, Fla. Adds Mrs. Henny Mollgaard, half of a Milwaukee husband-wife building team: "Put a coat closet near the back door for snow pants, leggings, overshoes, etc."

For curb appeal, Builder-Developer Albert Balch of Seattle suggests heavy shake roofs, an oversize chimney, louvered front screen doors, millwork around the front door, windows at each side of the door. "And," he says, "always landscape, even around \$8,000 or \$10,000 houses."

"Sales come easier when there is plenty of building activity in a development," says Builder Joe Eichler of Palo Alto, Calif. "If prospects see houses under construction, they're more apt to buy. People like activity. It excites them, gives them the feeling they're getting in on the ground floor."

Trade-ins advertise new houses for Houston Builder W. W. McMillan. When active trader McMillan sells a trade-in house, he gets the buyer's permission to put a 4' x 4' sign out front for a year. The sign reads: "I am a good house. I've been traded in on a new house in Cambridge Village."

You can save trees at no extra cost if you do what Builders Irvin and Walter Wanderman did at their Pinebrook community, New Rochelle, N. Y. Many trees in a heavily wooded section of Pinebrook had to be cleared to make way for roads and new houses. But the builders did not fell them. Instead, they found Pinebrook residents who wanted more trees on their property, then arranged with a nursery to do the transplanting. Home owners got the trees free, paid only for transplanting. Cost to the builders: nothing. Cost to the home owners: no more than 35% of what they would normally pay for trees. Results: satisfied residents, a better looking community.

FHA 221 housing is easy to sell, says Builder Bill Witt of Virginia Beach, Va., who has a waiting list of buyers. (To be eligible, buyers must have been forced out of their homes by governmental action—for example, their land is taken over for a new highway.) Witt's merchandising is simple: he first distributes handbills in an area where residents are eligible for 221 (with its no-down payment and 40-year mortgages), later goes from house to house interviewing prospects. He got 300 orders that way.



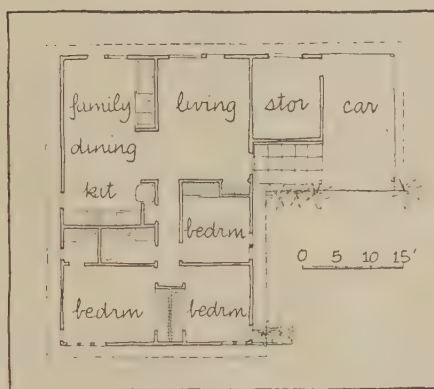
The soft touch: it's a slump stopper in St. Louis

Few builders have fond memories of 1957, but St. Louis Builders Fischer & Frichtel wound up with the best fourth quarter in their successful 11-year history—sold 60 houses in three months in their Carrollton community.

What did it? With sales in the doldrums, Fischer & Frichtel decided something new was needed. So they introduced five new models, headed by the "Concord" (above), and did an about-face in styling.

Most previous F&F models had simple, undecorated exteriors. Not so the new ones. They have been softened with warm details like shadowline board-and-batten or beveled siding, brick planters, shutters and even scalloped valances over porches and carports.

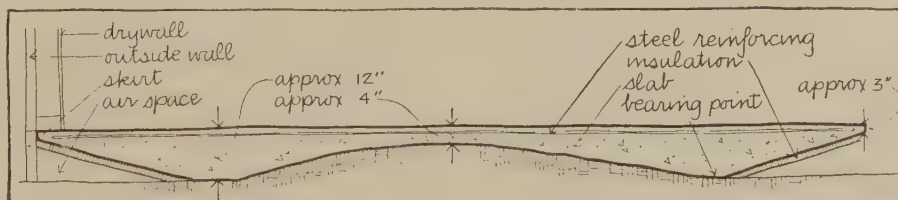
Best seller (30 sales in three months) and lowest priced is the "Concord." It's priced at \$15,450 on slab, \$16,950 with basement—has 1,190 sq. ft. of space, plus an entry porch, storage room and carport. Standard equipment



includes a built-in range, oven, disposer and dishwasher; built-in vanities and over-size mirrors in the bathrooms.

The "Concord" was introduced in September. The four other models (top price, \$19,150 with basement and air-conditioning) were added in late October—chalked up 30 sales before the year's end.

(For more on Fischer & Frichtel, see page 120.)



New kind of slab: here's why it needs no footings

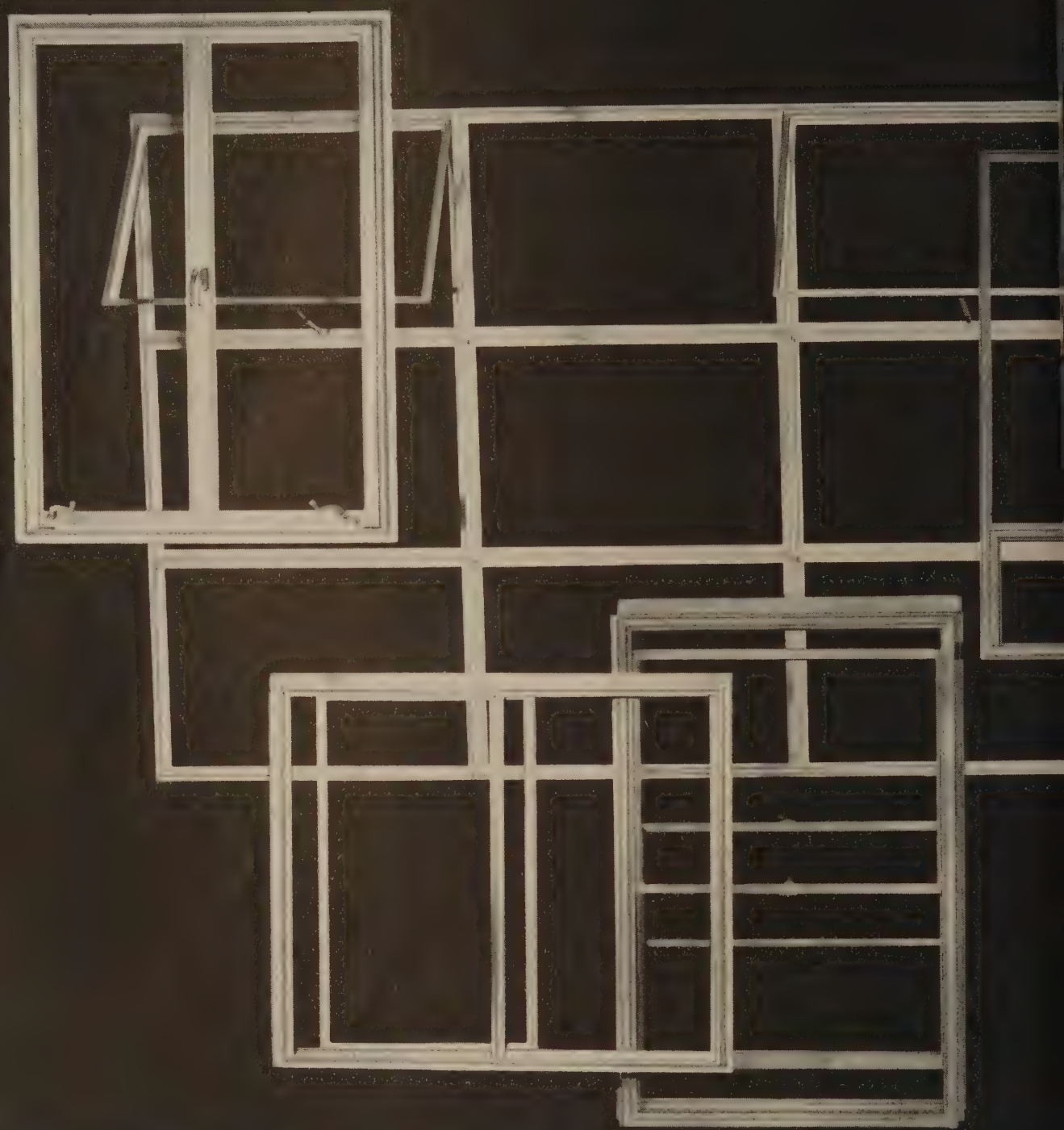
It's still in the design stage, but Builder Bob Schmitt of Berea, Ohio, expects to build this slab on grade and without a foundation.

Unlike most slabs, this one will be neither flat on the bottom nor the same thickness throughout. At its bearing line—3' from the perimeter—it will be 8" to 12" thick. The perimeter—cantilevered out over the ground—will be 4" thick. A wood skirt around the

perimeter will protect the open space underneath from outside air. And the underside of the cantilevered section will be insulated. The center of the slab will be poured over mounded soil, the cantilevered section over removable forms.

Schmitt expects no frost action because ground under the bearing line will be protected by the house and warmed by heat in the slab.

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NOW!

*The Man From Fenestra Introduces...
A GREAT NEW SELECTION OF
ALUMINUM AND STEEL WINDOWS*

Now you can choose any style, any size window you want—aluminum or steel—from a single source . . . *The Man From Fenestra!*

Take your pick . . . from a complete selection of casements, projected, double hung, single hung and sliders. Whatever style



you select, *The Man From Fenestra* can supply you . . . in aluminum or steel. All have Fenestra® quality, Fenestra engineering.

And, your Fenestra representative can serve you three important ways: (1) window styling for your homes, (2) lower window costs and (3) savings on installation.

Call today and ask him to show you the new complete line of Fenestra aluminum and steel windows. Fenestra distributors are listed in the Yellow Pages. Or write to Fenestra Incorporated, Dept. HH-3, 3401 Griffin Street, Detroit 11, Michigan.

Fenestra

INCORPORATED

YOUR SINGLE SOURCE OF SUPPLY FOR
DOORS • WINDOWS • SCREENS • STORM SASH



The Little Red Schoolhouse is back again

But its role has changed. Now it's a school bus stop at Pacesetter Park, a new subdivision in South Holland, Ill.

Architect-Builder Harry J. Quinn reproduced the old-fashioned schoolhouse to shelter children of Pacesetter Park

families. He installed playground equipment nearby. His idea sits well with parents and the South Holland school board—also helps label his development as a good place for families with children.



Big landlord cuts kitchen maintenance costs

Any little problem in kitchen maintenance is multiplied many times when you have a lot of tenants. So says the Chicago Housing Authority, which has 15,410 tenants in 30 projects.

To trim maintenance costs, CHA began using steel cabinets in 1954 and, since then, has installed 5,815 units like the one shown above.

Results? J. W. Hasskarl, CHA's assistant director of development, says the steel units have cut costs in three ways:

1. They require little or no repainting. "We haven't had steel cabinets long enough to know exactly how long they'll go without repainting," Hasskarl says. "But their finish is basically like that of refrigerators—a degreasing treatment, a primer coat to inhibit rust

and two or three coats of sprayed or baked enamel. Most of our refrigerators stay in good condition for from 15 to 20 years."

2. They simplify parts replacement. "Take a door, for instance. We can order by number from a catalog and be sure that what we get will fit. There's no fussing and adjusting on the job."

3. They resist moisture—won't rust if properly maintained (CHA makes annual inspections of apartments, also trains repairmen to check for damage whenever they visit an apartment to make repairs). Moisture, Hasskarl notes, is a particular problem in low-income projects like CHA's. Tenants often boil food in open pots and use their ovens to heat apartments quickly.

Cost cutters

Step-down shower saves money for Houston Builder Les Prokop and also appeals to buyers. Prokop leaves a 4" recess in the slab for the shower, thus eliminates the need for a pan. "People look at a step-down shower as a luxury," he says.

Construction financing is no longer a problem to Builder Cecil Jennings of Lubbock, Tex. Reason: he has speeded up his building by using components. Necessity forced Jennings into component building: "My construction-finance banker wouldn't advance me money for more houses when I was sure the market was strong. So I had to figure a way to get my money out of a house quickly."

"Speed up framing by giving carpenters 100' tapes marked with 16" center lines," suggests Builder Richard Goodwin of Haddonfield, N. J. "You'll cut layout time for studs, rafters and joists."

"Save interest on construction loans by helping the mortgage company process your buyers," says Builder Bill Witt of Virginia Beach, Va. That way, you keep finished houses from standing empty (and eating up interest) for two or three weeks until the buyers can take title.

Paint a house in four man-hours? That's all Builder R. O. Woodson, Corpus Christi, Tex. needs to do a 1,200 sq. ft. house inside and out with one-coat, sprayed-on paint. He uses textured, water-emulsion paint inside, oil-base paint outside; puts on a natural-finish base and trim after painting. (For a full story on spray painting, see H&H, Oct. '57, p. 168.)

"Cut brick-veneer costs to 30¢ a sq. ft. by using some of the new ½' thick facing bricks that are applied to sheathing with a mastic cement," says Builder Bob Schleicher, Gary, Ind. He uses the new bricks on shopmade, panelized walls. FHA has not yet approved.

You may not need a vapor barrier under your concrete slabs if you mix an air-entraining, water-repellent additive into your concrete. So says Miami Builder Perry Willets, who has an FHA okay to use one of the new additives. He orders concrete with a 3" slump test, uses the additive to plasticize it and make it more workable.

Stump removal costs can be cut more than 60% with "Stumpfire", reports the Small Homes Council. The University of Illinois's new chemical is used to dry out the stump, is expected on the market this summer. Here's how you use it: drill holes in a stump; pour in "Stumpfire"; wait three months; burn the stump.

continued on p. 188

Great new appeal for selling your homes

FULL COLOR
BETTER HOMES
AND
GARDENS

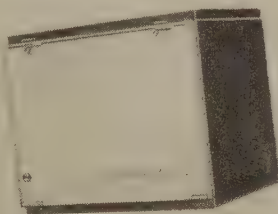


Electro-Klean®

home air filter keeps
your whole house clean electronically!

Now, the amazing discovery of a practical *electronic* home air filter! At last—an end to the constant settling of dust and dirt in your home! Electro-Klean traps airborne dust and pollen like a magnet attracts and holds bits of iron. Dirt is filtered out of the air *before* it can ruin fine fabrics and draperies, or smudge walls, or develop allergies. Most important, you gain more hours of freedom and fun with your family in a “HOME THAT HOUSE-CLEANS ITSELF”—an Electro-Klean home. Low in price, for new or existing homes. Call your own heating or air conditioning dealer or write direct for descriptive literature.

An Electro-Klean is easily installed in return air system of your forced air furnace or central air-conditioning system. Model 3H, for average 6 room home, costs only \$189 (plus installation).



AAF American Air Filter
COMPANY, INC., 600 CENTRAL AVE., LOUISVILLE 8, KY.

World's Largest Manufacturer of Air Filters and Dust Control Equipment

AUTOMATIC HOUSE-CLEANING GIVES HOUSEWIFE MORE TIME FOR HER FAMILY

The marvel of *electronic* house-cleaning has an instant, moving appeal to any housewife. For here, at last, is the opportunity to escape constant dusting and cleaning of draperies and upholstery, re-painting of walls. Furthermore, her family breathes cleaner, more healthful air—and *that's* mighty important to her, too!

“A HOME THAT HOUSE-CLEANS ITSELF”

Imagine the pulling power of that statement on your model home job-site signs. And what a sales story to back it up: Electro-Klean traps up to 90% of airborne dirt, dust, smoke and annoying pollen. “Register smudging” is eliminated. Cleaning and redecorating bills are slashed!

ELECTRO-KLEAN, THE NEXT MAJOR APPLIANCE TO WIN THE HOUSEWIFE'S HEART

Appliances that were in demand a few years ago are taken for granted in new homes today. Now comes Electro-Klean... newest sales weapon in the home building market. Builders at the recent NAHB Show hailed Electro-Klean as the *next* major appliance. Give your homes this *new* powerful appeal to women.

BIG ELECTRO-KLEAN PROMOTION PROGRAM

A national promotion program (including full color magazine ads like the one at the left) is now helping to pre-sell your buyer prospects. Localized promotional material, indoor and outdoor display signs, are also ready for your use. Electro-Klean adds little to home cost... adds tremendous selling appeal. A compact “package” unit, it is easy to install in the return air duct of any forced air furnace or central air-conditioning system. Requires no water or sewer connections. Write today for complete details. Take advantage of this exclusive, new selling appeal for your homes.

American Air Filter Company, Inc.

209 Central Avenue

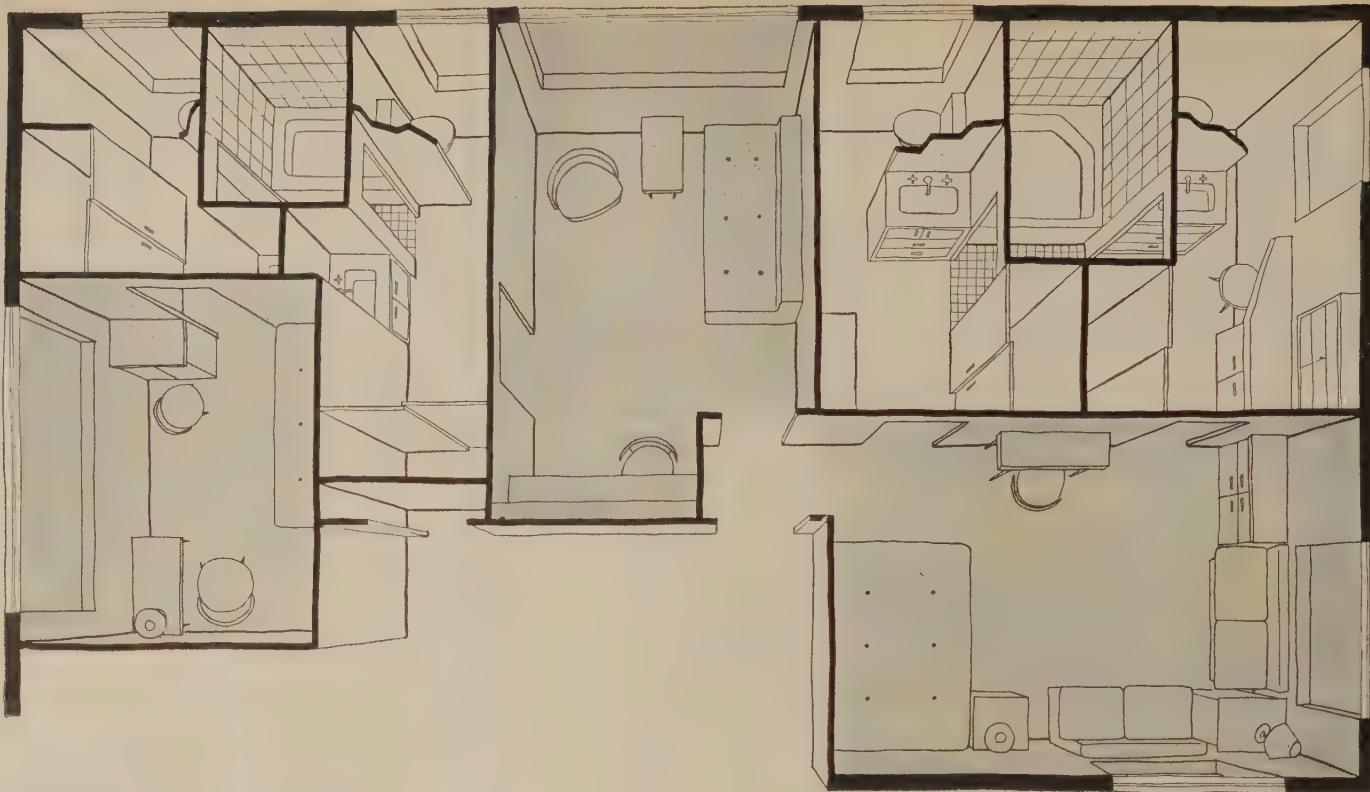
Louisville 8, Kentucky

NEW MODEL
NEW LOW PRICE

Electro-Klean

ELECTRONIC HOME AIR FILTER

Made by the world's largest manufacturer
of air filters and dust control equipment



You're looking at a new way to get more private baths

"Privazoning" is the coined word for what you see above. Translated, it means a bedroom wing with these unconventional features:

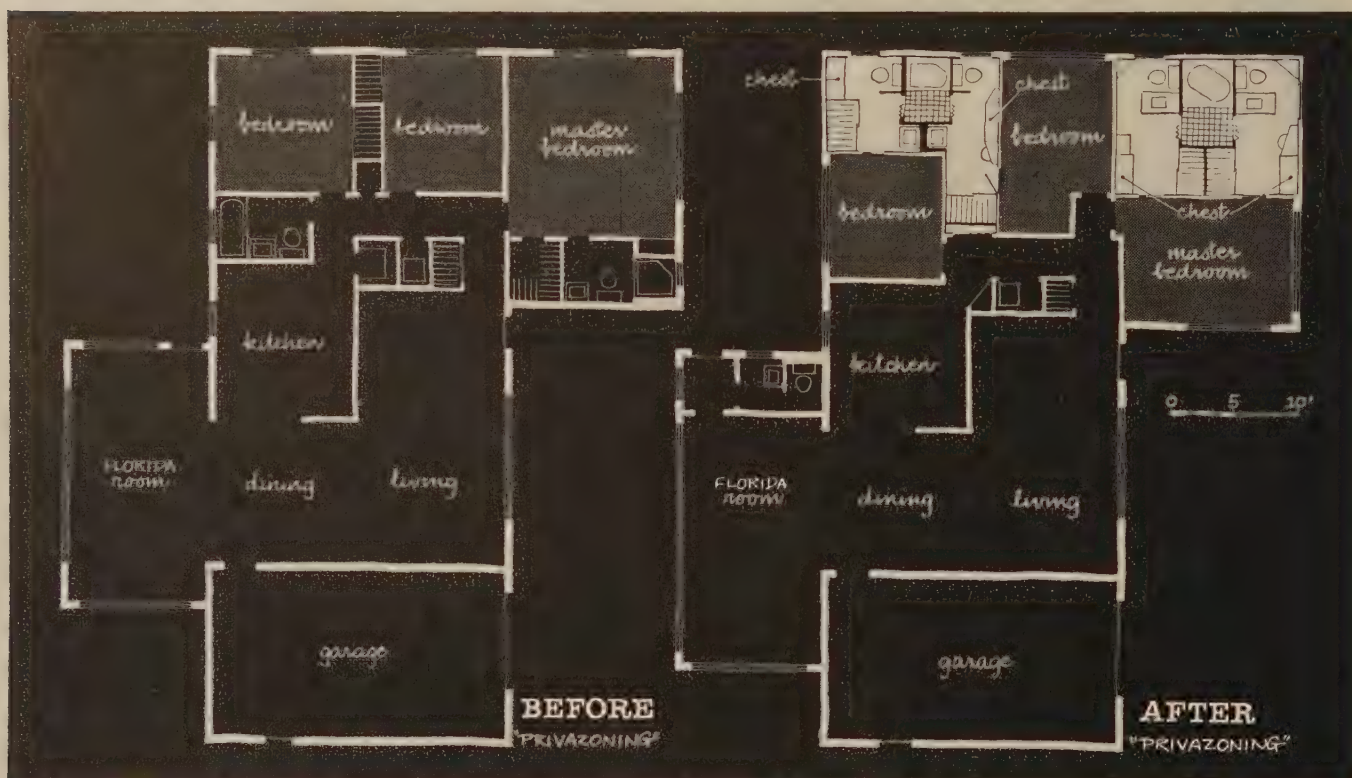
1. A combined dressing room and lavatory gives each member of the family his own toilet, wash bowl, clothes closet and chest of drawers. Single bedrooms have one unit, the master bedroom two. Between each pair is a tub and shower compartment that's en-

closed and vented by an exhaust fan.

2. The bedrooms themselves need no closets or other clothes-storage units, are planned for use as living areas as well as sleeping rooms.

For luxury houses only? No. The "privazoned" wing above is in a \$20,250 house to be introduced this month in Miami. It was planned by Builder Sheldon Kay in cooperation with the Plumbing Fixture Manufacturers Assn.

PFMA says you can fit "privazoning" into the bedroom-bathroom area of many house plans. But you may agree with Kay, who felt he needed more space and widened the master bedroom section by 1' when he "privazoned" his "Essex" model (see plans below). Kay says "privazoning" hiked the price of the house by only \$500 (that increase does not include the Florida room lavatory, which "privazoning" required./END



Don't kid yourself about garbage disposers!

Why do thousands of sales-minded builders insist on In-Sink-Erator in their homes?

Because women so thoroughly dislike messing with garbage, one of the best silent salesmen in your model home is a nationally-known garbage disposer. Experience proves it. And a recent survey of women who own and use an In-Sink-Erator proves that actually seven out of ten name this disposer their favorite or next-to-favorite appliance!

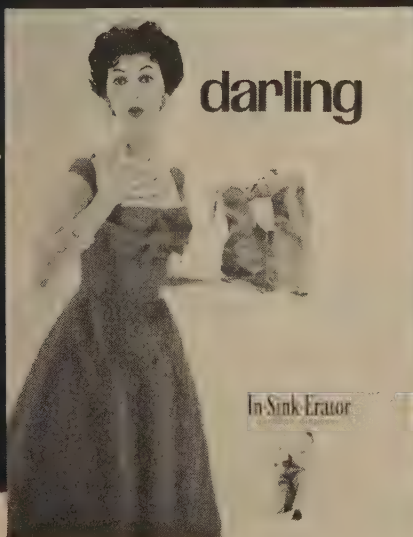
No other disposer matches In-Sink-Erator's "sales-packed" exclusive features!

Most women—the major influence in any new home

sale—make their buying decision right in the kitchens of your homes. Here's where economical In-Sink-Erator really sells hard for you. Outstanding exclusive features no other disposer can match—like patented automatic reversing action that grinds food waste finer and faster, and whisper-quiet action—give her the kitchen efficiency she wants most, *which often turns the sale to you.* To learn more about how In-Sink-Erator helps sell *your* homes, see your plumber or write, wire or phone In-Sink-Erator Mfg. Co., Dept. HH-83, Racine, Wis.

The industry's most complete line of quality disposers

A MODEL FOR EVERY BUILDER NEED



MODEL 27.

The ultimate in beauty and smooth performance



MODEL 17.

The best lock-cover disposer you can buy today



TELEX.

It telescopes to fit any existing high or low drain line



MODEL 77.

Includes all exclusive features at a modest price.



MODEL 333.

Challenging all other budget-priced disposers

▲ *Dramatic national ads and powerful promotion aids*

help sell your homes when you team up with

 **In-Sink-Erator®**

Originator and Perfector of the Garbage Disposer.



Textured Cushiontone is a perfect complement to the elegant simplicity of this attractive living room. A low-cost wood-fiber ceiling, Cushiontone quiets noise and gives your model homes today's smart new look.

New Armstrong Ceilings give

Today's new home buyers are looking for more value. Besides more living space, better design, and more work-saving features, they're looking for the "new ideas" in interior decoration—the "new ideas" in home comfort.

Twice each month your prospects hear about the new home comfort of sound conditioning on the Armstrong Circle Theatre (CBS-TV). And they read about the smart, new look in ceilings in leading magazines, as well.

You'll find prospects will be impressed when they see these beautiful new ceilings in your next model home. And your salesman will have an important selling extra to offer prospects when he



Sell the woman and you'll sell the house . . . a prospect's wife is impressed with new home comforts like the attractive Full Random Cushiontone Ceiling shown here. She knows that Cushiontone soaks up annoying household noises, makes her home more pleasant to work and live in.

your homes today's smart, new look

tells them that Cushiontone ceilings absorb up to 75% of the noise that strikes them — make living more restful, more relaxed.

Here's another important benefit for you. Cushiontone ceilings won't crack, chip, or peel. They're fast and easy to install and end costly call-backs to repair cracked plaster.

Put up an Armstrong Ceiling in your next home

and see just how merchandisable this "smart new look" can be. No other feature you can build into a house costs so little yet does so much to help sell the house as Armstrong Cushiontone Ceilings.

For more information on Armstrong Ceilings, call your lumber dealer or write Armstrong Cork Company, 3903 Sixth Street, Lancaster, Pennsylvania.

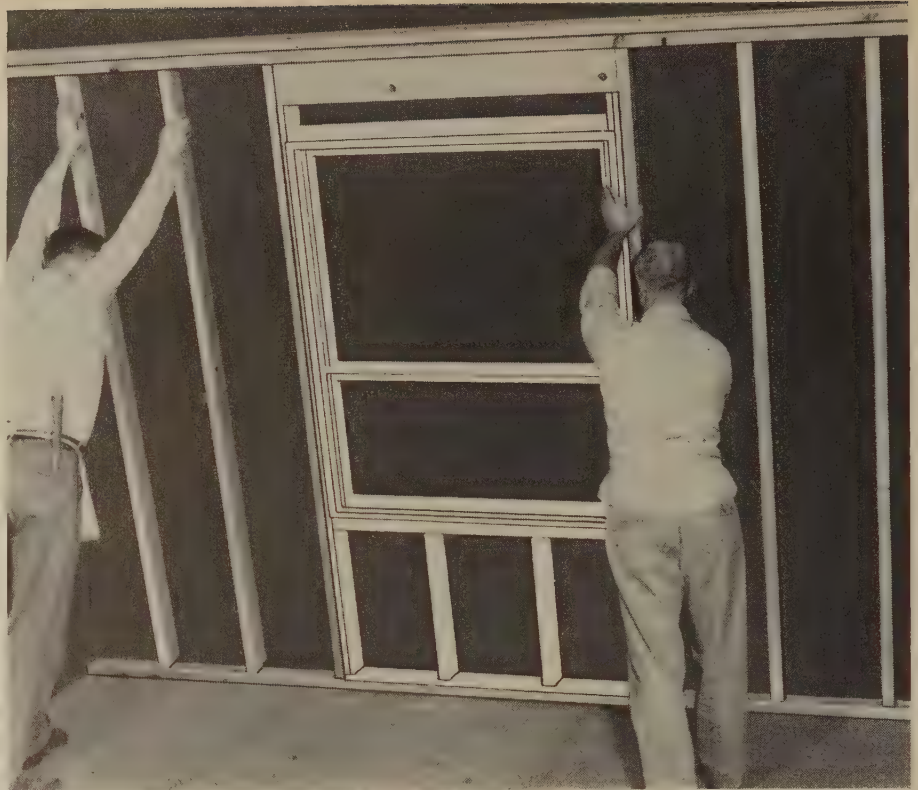
Armstrong BUILDING MATERIALS

Temlok® Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone® Ceilings



NEW STRUCTURAL WINDOW is assembly of cripples, nailers, frame and sash. Upper cripples are cut off with discontinuous headers.

New window component fits the 4' module

This new Andersen structural window-and-wall framing combination is 4' wide to fit exactly the 4' module of the Lu-Re-Co house, the 4' module on which the volume-built house is tending to standardize, and the 4' module recommended by all H&H Round Tables on dimensional standardization. The structural members on each side of the window are 1 x 4s instead of 2 x 4s. This 1) knocks 1½ inches out of the thickness of the mullion between two adjacent windows, and 2) makes it possible to fit the module of conventional construction (studs 16" o.c.) by adding another 1 x 4 stud on either side.

The complete glued and nailed panel cuts out three steps of conventional framing: 1) preparing the rough opening, 2) installing the window unit, and 3) tightening and insulating the joint with the wall. Upper and lower cripples,

double studs, blocking and sill plate are all eliminated by the window panel. When used with Lu-Re-Co panels, nailers must be added at top (by FHA requirement) and bottom for toe mold.

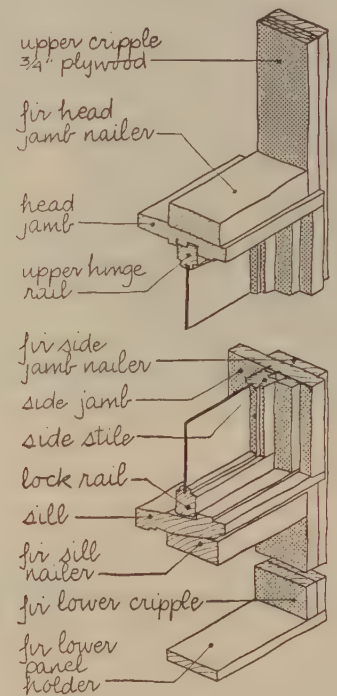
In mullions and larger multiples, the new structural window panels are simply butted against each other. This gives structural support at 4' intervals so that only 2 x 6 headers are required.

Andersen makes seven sizes of the window panels and two structural door frames in this line. All window components but one are 48" wide, one is 32". Windows are made up of fixed sash in four heights from 3' to 6', combined with a 22" or 30" awning vent. Door frames take 2'-8" or 3'-0" by 6'-8" doors. The units come completely paneled in a 7'-7" height.

Andersen, Bayport, Minn.

For details, check No. 1 on coupon, p. 250

BASIC SECTIONAL DETAIL



WITH CONTINUOUS HEADER and tilt-up wall (left), window panel eliminates two

studs, fits into 16" o.c. spacing. With double plate (2nd from l.), two more studs are used.

In Lu-Re-Co (3rd from l.), nailers are added top and bottom. Panels can be joined (r).

continued on p. 194



G. B. Cox, Architect. Harvey Construction Co., Builder.



DRAMATIC WINDOW EFFECTS

like this are possible with PELLA MULTI-PURPOSE WINDOWS. 15 fixed and vented sizes can be combined to form numerous arrangements. And these are the *harmonious* windows—of warm, friendly wood. Not expensive either. PELLA's exclusive GLIDE-lock underscreen operator is supplied *at no extra cost*. Self-storing inside screens and storms can be specified. Mail coupon today for literature.

WOOD MULTI-PURPOSE WINDOWS

ROLSCREEN COMPANY
Dept. J-52, Pella, Iowa

Please send literature on PELLA MULTI-PURPOSE WINDOWS.



FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

ATTENTION MR. _____

TEL. NO. _____



New incinerators neither smoke nor smell

At least not if they meet the new AGA standards as these five do.

The new standards permit no more than 0.3 grains of solids per cubic foot of flue gas and no more smell than is given off by two burning sheets of newspaper.

The new units have after-burners like industrial incinerators: garbage and trash are burned in a very hot flame (1); waste gases and smoke are mixed with air and drawn (2) through a second flame (3); and flue gases are mixed with more air to assure full combustion

(4). A bushel of trash becomes a handful of fine ash the owner can use as fertilizer. Cost: 3¢ to 5¢ a day.

AGA safety standards require venting to a Class A flue and installation no closer than 12" to a combustible wall, 4" to a noncombustible wall, 18" to flue pipe, 48" to combustible overhead. Models have automatic timers, full safety shut-offs, carry extensive guarantees.

Bowser (Smogmaster) and Waste King also have models up for AGA approval. All are FHA approved (H&H, Feb.).



CALORIC: capacity, 2 bushels; input, 32,000 Btu; counterbalanced charging door; size, 36" high x 27" deep x 18" wide; \$199.95.

Caloric Appliance Corp., Tipton, Pa.
For details, check No. 4 on coupon, p. 250



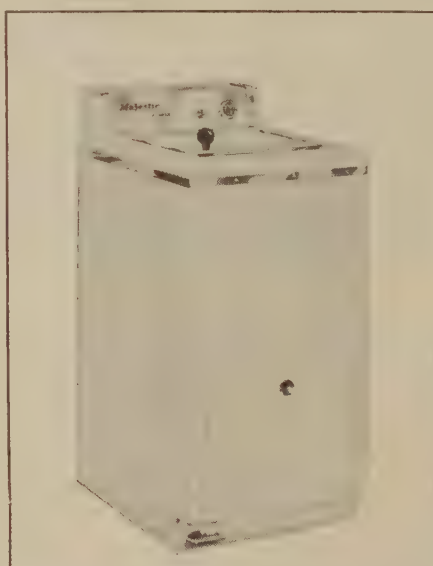
WARM MORNING: capacity, 1.6 bushels; input, 38,500 Btu; firebrick lined; 32" high x 21" deep x 18" wide; \$169.95 to \$179.95.

Locke Stove Co., Kansas City
For details, check No. 5 on coupon, p. 250



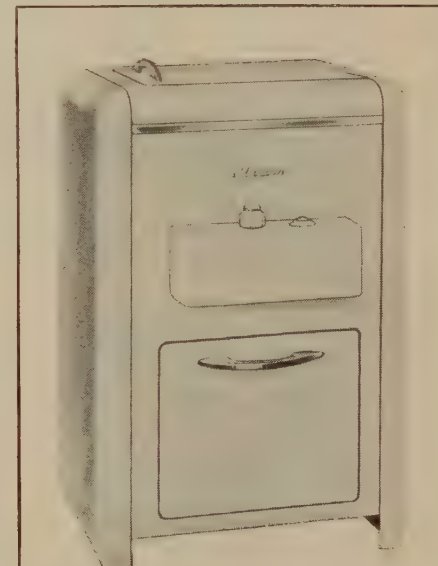
CALCINATOR: capacity, 1.5 bushels; input, 30,000 Btu; treadle door; size, 36" high x 24" deep x 18" wide; \$169.95 to \$179.95.

Calcinator Corp., Bay City, Mich.
For details, check No. 2 on coupon, p. 250



MAJESTIC: capacity, 1.5 bushels; input, 30,000 Btu; treadle operated door; size, 36 3/4" high x 24" deep x 19" wide; \$179.95.

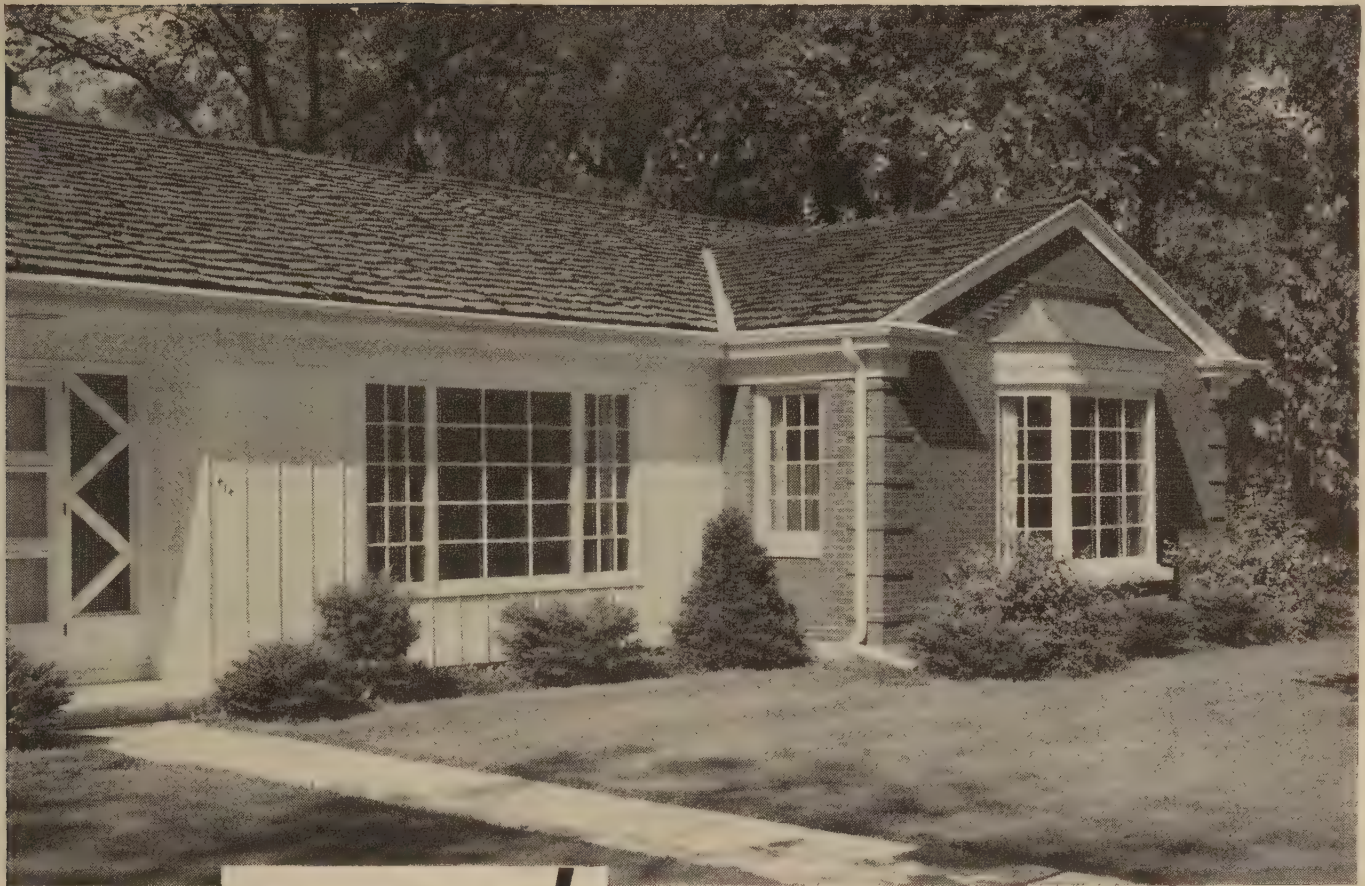
Majestic Co., Huntington, Ind.
For details, check No. 3 on coupon, p. 250



MARTIN: capacity, 1.5 bushels; input, 35,000 Btu; cylindrical fire box; size, 36" high x 22" x 22"; about \$150.

Martin Stamping & Stove, Huntsville, Ala.
For details, check No. 6 on coupon, p. 250

continued on p. 196



now! windows with removable muntin bars!



Snap-in, snap-out Sales Feature!

Turns multi-paned, traditional style windows into single large glass areas for quick cleaning, easier painting.

How many panes of glass in the picture? You could count over eighty, but six is the answer. Just six large panes of insulating glass sectioned by PELLA removable muntins, snapped to the inside of the sash with concealed ball and socket connectors. But that's not the only news about PELLA CASEMENTS!

The frame is now a narrow 4 $\frac{3}{8}$ " overall, for quick installation in dry wall, bullnose plaster, $\frac{1}{2}$ " sheathing. There is a continuous cove at head and sill for composite units. Identical mullions inside and out. For added beauty, PELLA offers a new wood sill that covers the worm gear sash operator.

There's a new size, too—a 6-high, 68" glass casement unit, in all 3 glass widths—16", 20" and 24".



To learn more, send coupon today!

.....
ROLSCREEN COMPANY, Dept. J-51, Pella, Iowa

Please send detailed literature describing PELLA CASEMENT, MULTI-PURPOSE and TWINLITE WINDOWS with removable muntins.

NAME _____

ADDRESS _____

COMPANY _____

TITLE _____

CITY _____

ZONE _____

STATE _____
.....



Now this glass block skylight hugs the roof

A new flange section lowers the silhouette of the Owens-Illinois' Toplite skylight. Only the thickness of the glass block itself sticks up above the roof. Earlier Toplites had to be placed on raised curbs to get the proper flashing that would keep out water.

The new aluminum flange section (see detail at right), is flashed right into built-up roofing. Glass block is held in the skylight grid, made of aluminum tees, with a flexible cement that will move with block in hot or cold weather.

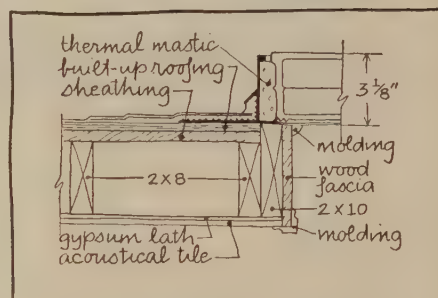
Prefabbed Toplite panels work with

the sun. Prisms on the inside faces of the block always admit north light (when they're oriented correctly, see below). The prisms will admit south light from a low angle, as from the winter sun (see right) but will bounce back high angle light from the summer sun. If this summer light could pour in, heat build-up under skylight could be very uncomfortable.

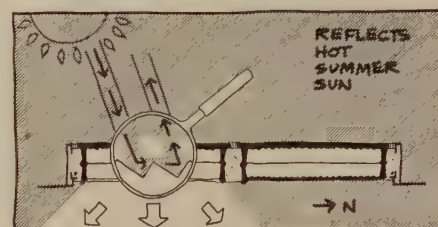
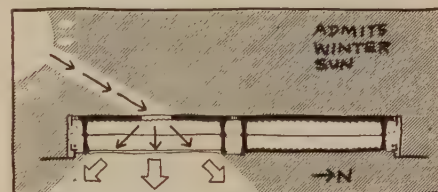
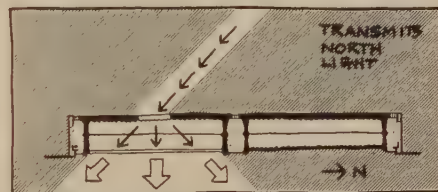
Skylight panels range in size from 2' square to 6' by 3'.

Owens-Illinois, Toledo

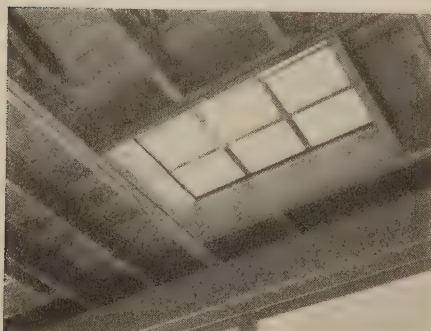
For details, check No. 7 on coupon, p. 250



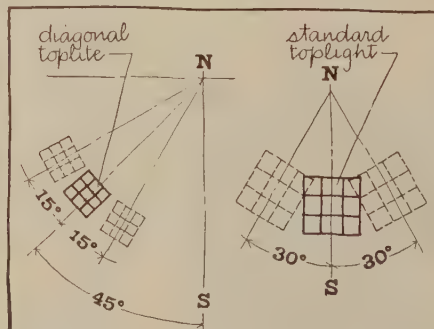
FLANGE-TYPE skylight has aluminum tee extrusion at edge flashed into built-up roofing. 2 x 10 headers form the skylight well.



PRISM ACTION in glass block refracts light from high angles—as from the summer sun. Light passes through the prisms and is rejected. North light and light from winter sun is bent by prisms into room.



SKYLIGHT rests on framed-in well of 2 x 10's. Bands between blocks are aluminum tees. Headers are doubled front and back.

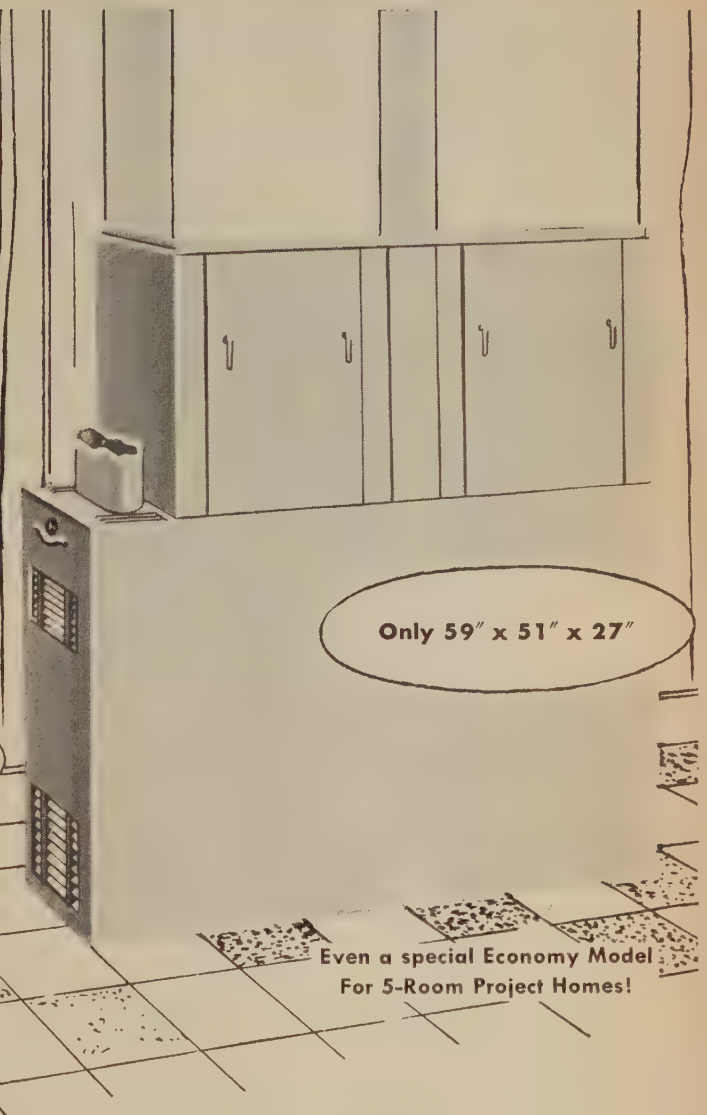
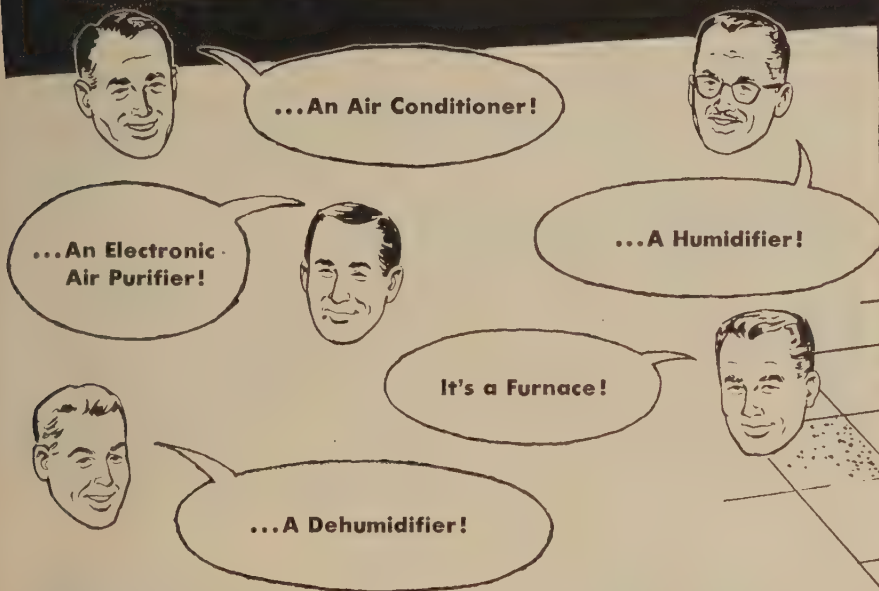


BEST ORIENTATION of diagonal prism block is 45 deg from N-S axis. Standard prism block can be placed up to 30 deg off axis.

continued on p. 198

Revolutionary Selling Tool For Builders

Exclusive Low-Priced **YORK** Home Comfort Center



In today's competitive market, the key to selling more new home prospects often lies in merchandising a highly desirable sales feature with a definite price advantage. The '58 York Home Comfort Center offers you such an opportunity. With it, you can

offer buyers not just heating alone, but *all-season* comfort with air conditioning, humidifying, dehumidifying and electronic air purifying. *All this* in one compact unit priced so low you could offer it as standard equipment and still underbid competition.

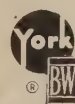
Non-Air Conditioned Homes to be Obsolete In 5 to 10 Years!

FHA Recognizes Fact By Permitting Air Conditioning To Be Included In Mortgage!

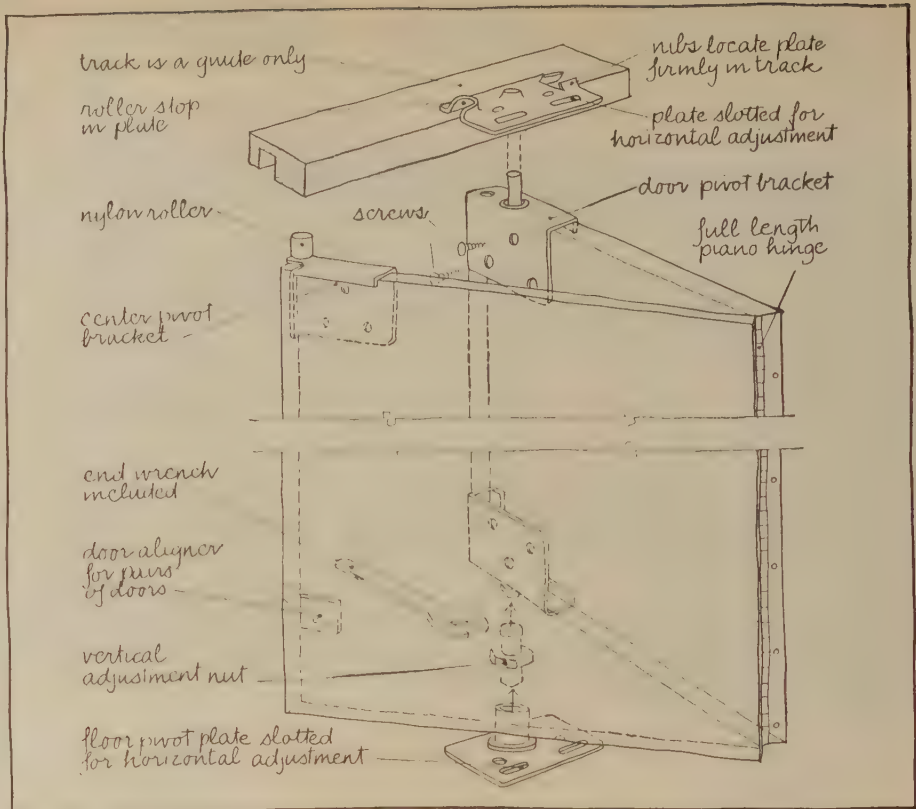
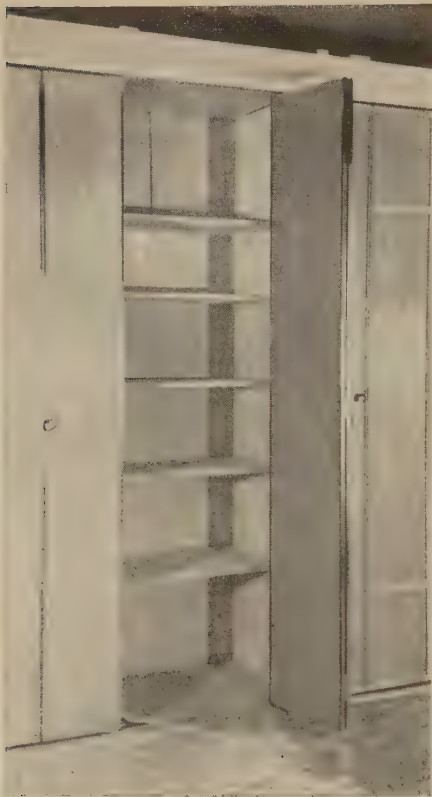
York Home Comfort Plan Offers Your Customers Built-In Protection Against Premature Obsolescence!

It's a fact—recognized by no less an authority than the FHA! *Unless* the new homes being built today are equipped with air conditioning, they will lose value and become obsolete within a few short years! With the York Home Comfort Plan, you can offer prospects built-in assurances that *your* new home values will endure. And, you'll take full advantage of York's national advertising and merchandising campaign to millions of the country's best heating and air conditioning prospects!

YORK



York Corporation, York, Pa.,
Subsidiary of Borg-Warner Corporation



Folding closet doors eliminate headers, run floor to ceiling

Made of prefinished particle board, called Novoply by US Plywood, these new closet doors:

1. Save materials because there is no need for headers, trim, paint, sills, door bucks, or framing. The wooden track (see drawing) fastens directly to

the ceiling, and the doors pivot from floor and ceiling, not a jamb.

2. Save time because they can be hung in 30 minutes by any carpenter.

3. Save space because the closet face is only $\frac{3}{4}$ " thick.

4. Can fill any width opening in

any height to 12'.

5. Operate easily on nylon bearings. Complete, ready-to-set in place unit costs \$30 to \$35 for a 6' w., 8' h. opening.

Paniflex Door Corp., New York City. For details, check No. 8 on coupon, p. 250



Built-in drawer units combine wood, plastic and steel

These new dresser units for use in knee walls, partitions and storage units have deep vacuum-formed styrene drawers, wood drawer fronts and steel frames. Drawer fronts can be plywood with or without laminated melamine surfaces. A dadoed groove in drawer

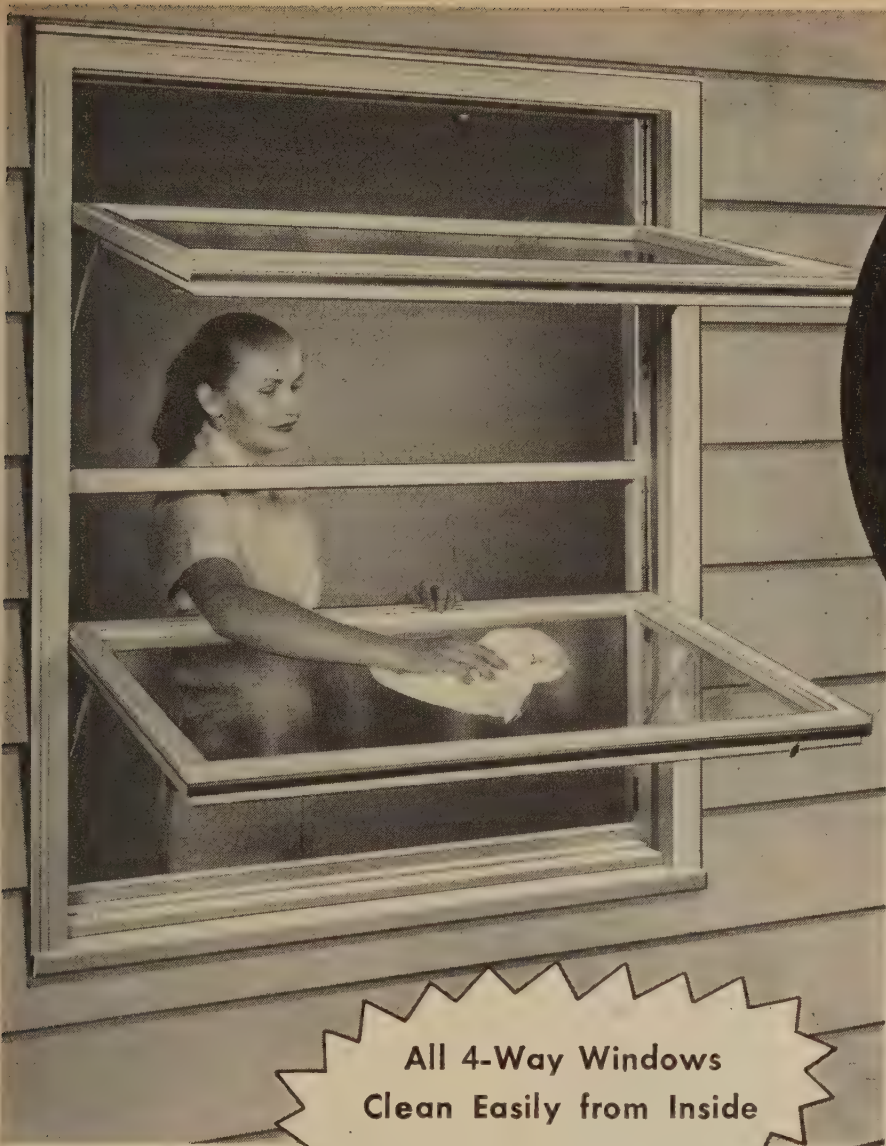
front slides over flange formed in drawer. The steel frame comes knocked down and is simply unfolded and assembled with two bolts.

Tracks are molded into underside of drawer and these ride on tracks in the steel frame.

Drawers come in 18", 27", 36" widths, frames for up to 4 drawers. Prices run from \$10.60 for two drawer unit to \$23.40 for four drawers and frame.

St. Regis Paper Co., New York City. For details, check No. 9 on coupon, p. 250

continued on p. 200



New
**Qualitybilt 4-Way
 Wood Windows Offer
 Remarkable
 Versatility**

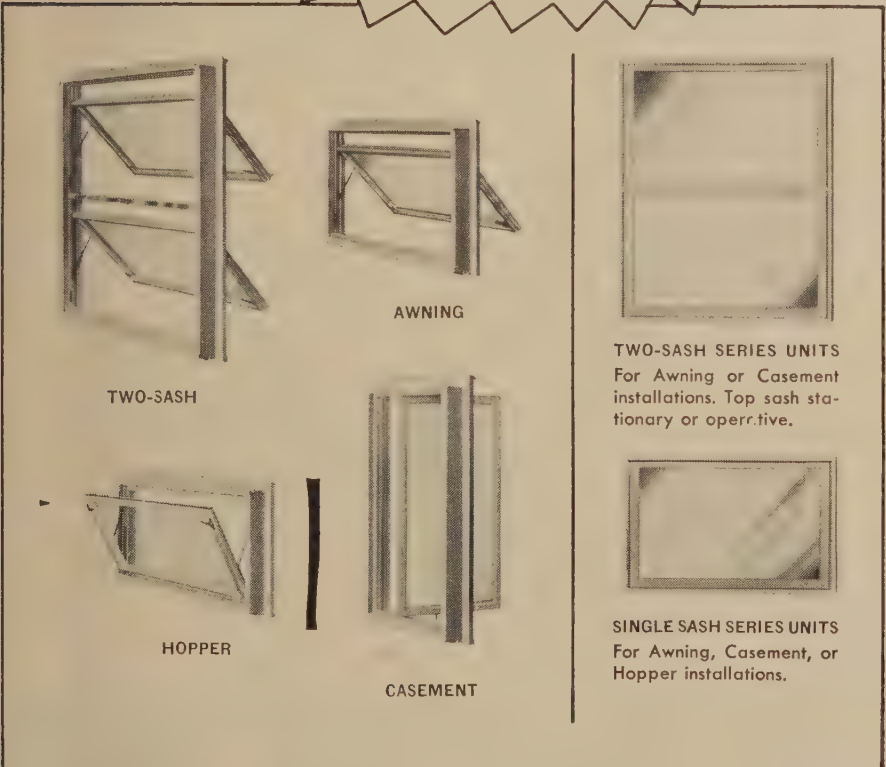
Here they are . . . brand new Qualitybilt TWO-SASH and SINGLE SASH Series windows to give you almost unlimited versatility in window installation! All units are supplied complete, set up, ready to install . . . with all hardware included.

The TWO-SASH Series can be installed with both sash swinging outward, giving 100% ventilation, or, for greater economy, with top sash fixed. As casements, simply install them with sash vertical.

The SINGLE SASH Series can be installed as AWNING Windows or HOPPER Vents for the popular "shoulder-high" look . . . also, in stacks or ribbons, or above or below TWO-SASH or Picture Units. As outswinging CASEMENTS, they can be installed to operate either right or left-hand; used singly, in groups, or as flankers for Picture Units.

And versatility is only part of the story! For maximum view, the TWO-SASH Series has a slender meeting rail . . . only 2½" between glass! Concealed sliding hinges make cleaning easy from inside. You can select roto, bar, or manual operation . . . single glazing with removable double glazing panels, or insulating glass. Screens are all-aluminum with gun-metal finish wire. Wood parts are toxic-treated with approved water repellent preservative, and all windows are completely weatherstripped.

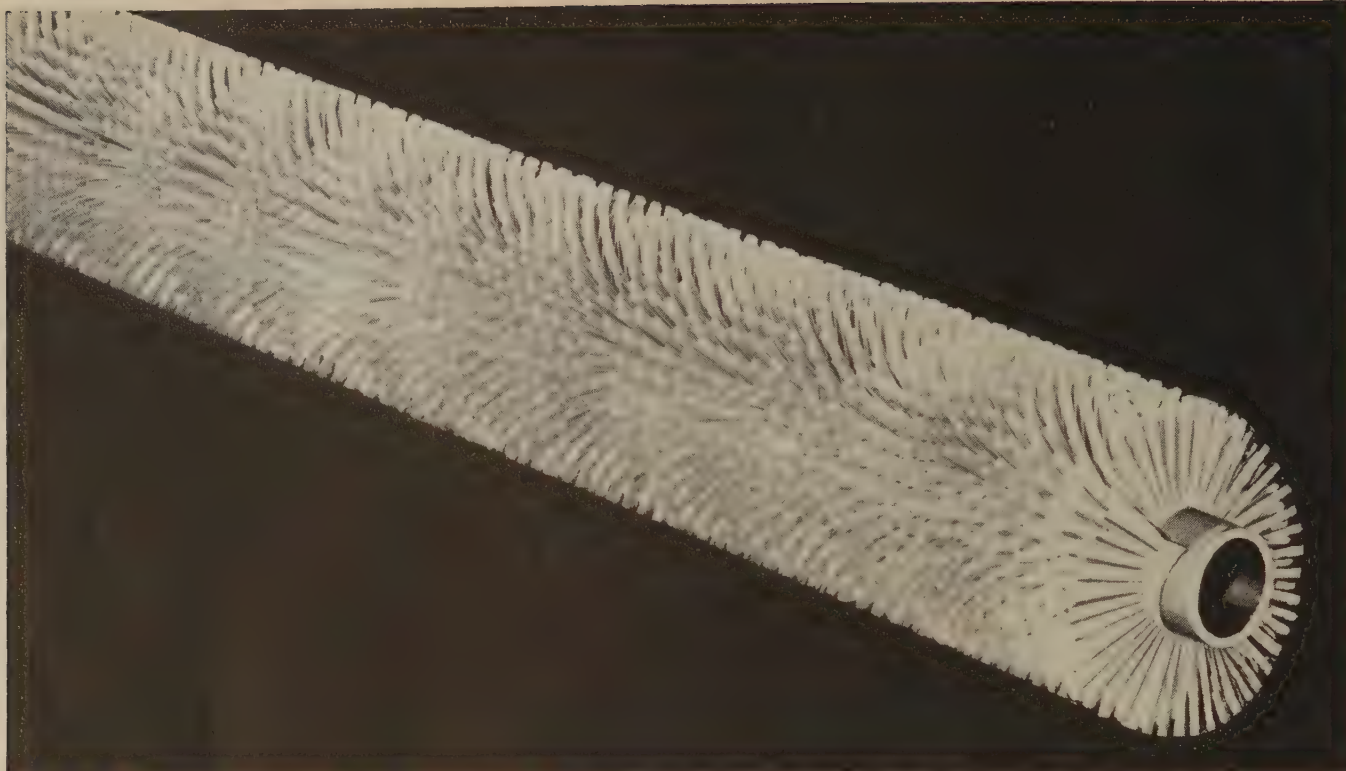
Your Qualitybilt distributor has the complete story on the new FOUR-WAY Window series. See him TODAY, or write for illustrated catalog!



4-WAY
Qualitybilt
WINDOWS®

FARLEY & LOETSCHER MFG. CO.
 DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS
 STORM SASH • GARAGE DOORS • MOULDINGS • INTERIOR TRIM • SASH UNITS • LOUVERS
 KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS



ALUMINUM SPINES have replaced the old type fins on this cooling coil, increase its efficiency 50%, according to GE.

This new cooling coil makes possible even smaller air conditioners

The new spined coils, teamed with a new rotary compressor, make three new GE room units 20% smaller than previous models.

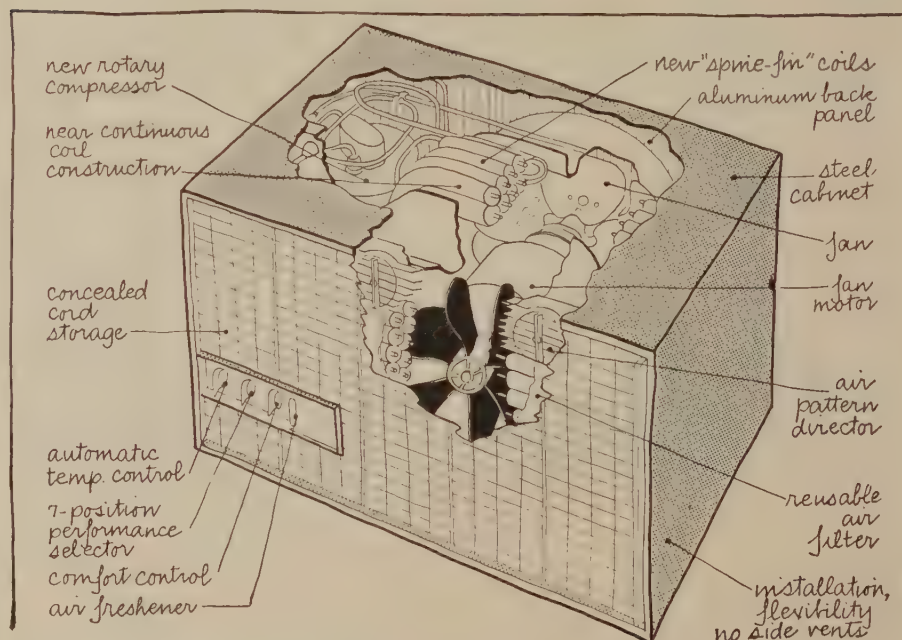
The coils have a much greater cold metal surface area than the old fin type. The new compressor takes only a third the space of a comparable reciprocating type, runs twice as fast.

The Thinette measures only 13" x

13" x 25" wide, is rated at 6,000 Btu per hr on 1 hp. Custom Thinline, pictured below, is 15½" x 17" x 26" wide, is rated at 9,000 Btu per hr on 115 volts or 10,000 Btu per hr on 230 volts, 1 hp. Deluxe Thinline is 21" x 19½" x 25" wide, is rated at 14,500 Btu per hr on 1½ hp, 230 volts.

General Electric, Louisville.

For details, check No. 10 on coupon, p. 250



COMPACT ROOM UNIT in General Electric's new line (left and above) is ideal for window or through-the-wall installation. Equipment will slide out of metal box which can then be installed in the wall during construction and before the cooling unit is actually needed.

Principal advantage of room units like this in new construction is that they give absolute zone control (each area has its own unit) which may be more difficult to obtain with a central unit. Both evaporator and condenser coils wrap around fans and motor.

continued on p. 202

large diameter
SONOCO
SONOAIRDUCT®
FIBRE
DUCT

FOR COMMERCIAL INSTALLATION

saves time
labor and
money!

meets and
exceeds all

F.H.A.

criteria and test re-
quirements for prod-
ucts in this category

Recreation Center,
Stoneybrooke
Estates, Inc.,
Warwick, Va.
Williams-Coyl-
Blanchard,
Newport News,
Va., Architects.
Ralph Huskey,
Heating Contractor.

Sonoco Fibre Duct has been widely used
by architects, builders and contractors for
years in residential loop and radial warm
air, slab-floor perimeter heating systems.
Sonoco Fibre Duct, especially in the larger
diameters up to 36" I.D., is also ideally
suited for commercial and industrial heating
and ventilating installations. The low initial
cost and handling ease, due to lightweight,
long lengths, saves money and
installation time.

SONOCO Fibre Duct is aluminum foil lined.
23 sizes—2" to 36" I.D., up to 50' long.
Can be sawed to exact lengths on the job.

FREE installation manual available
upon request.

See our catalog in SWEETS

SONOCO
Construction Products

1032 SONOCO PRODUCTS COMPANY

- HARTSVILLE, S. C.
- LA PUENTE, CALIF.
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E-A-S-Y DOES IT!



Rodale

Sets The Pace In Modern,
Push-Button Living With The

E-A-S-Y ACTION

"B" *Touchette®*

No knob to turn. No toggle to flip. Now, there's
a switch designed for today's push-button living.
It's "B" Touchette, the touch switch with feather-
light operation.

Consider, too, Touchette's tremendous merchandis-
ing potential for your convenience-minded buying
public. There's no time wasted freeing the hands
... no spilling or breakage while juggling trays or
groceries. And "B" Touchette is easy to install ...
needs no special wiring ... fits standard outlet boxes
and toggle wall plates. It operates on full line
voltage, withstands motor loads up to 80% of rated
capacity. Rated: 15A—120—277V (A.C. only).

All these features ... and "B" Touchette is the
least expensive touch switch on the market!

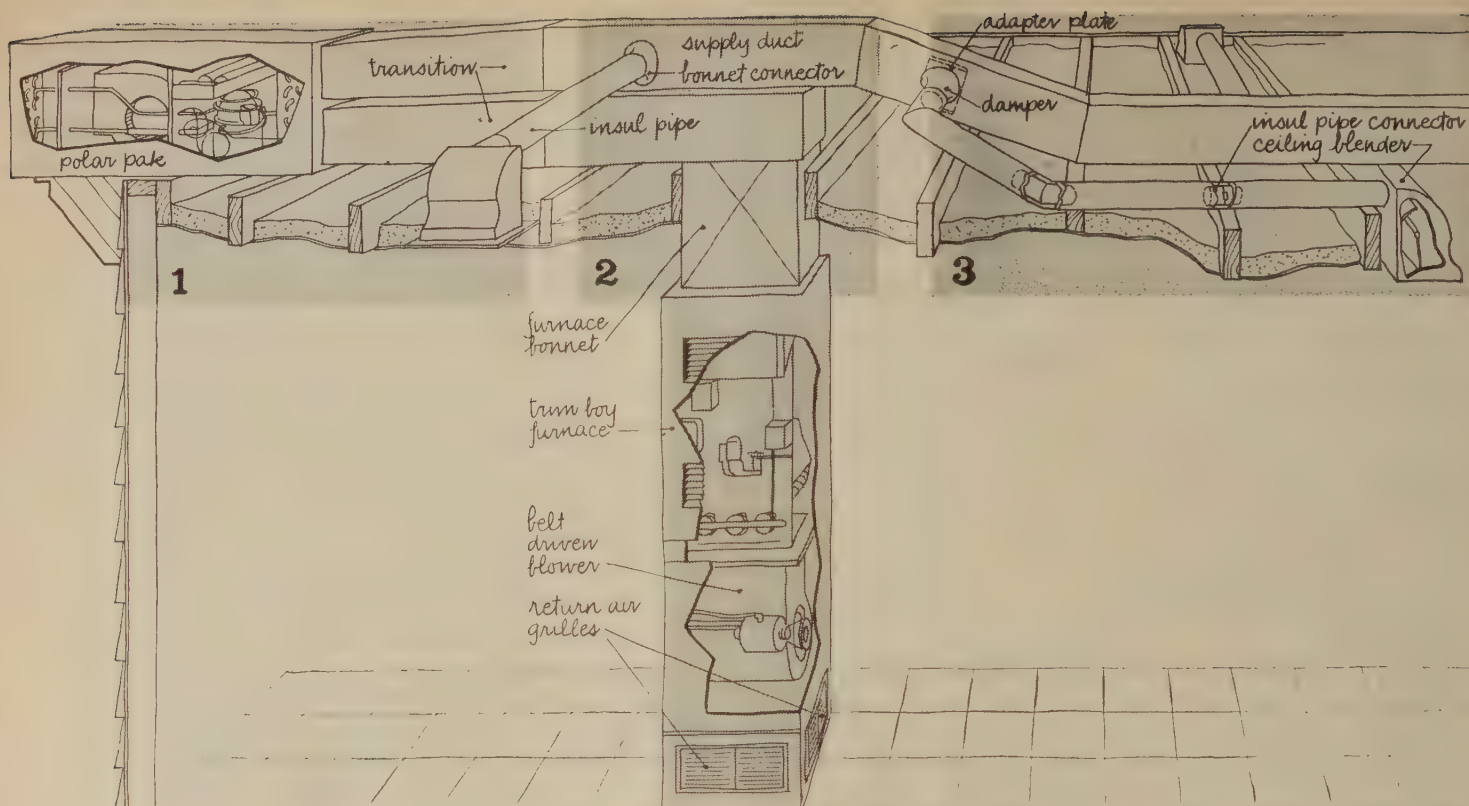


Available in single pole, double pole, 3-way
and 4-way models. Brown or ivory button.



Sold only through electrical wholesalers.
Or for further information and prices, write:

Rodale manufacturing co., inc.
dept. hh-3, emmaus, pa.



Packaged heating-cooling system is designed for contemporary homes

The new Coleman Polar-Solar Pak is a combination of the firm's air-conditioning unit (1), furnace (2) and high-speed air distribution system (3) for two and three bedroom houses.

Surveys of thousands of existing one-story houses showed the manufacturer that their new three component system should have a 100,000 Btu per hr fur-

nace, a 2 hp (23,800 Btu per hr) cooling unit, prefabricated distribution system.

Furnace installs in a closet or utility room, cooling unit in the attic space with condenser side extending out past the gable. Furnace bonnet extends through the ceiling, connecting with a rectangular air duct. Conditioned air, warm or cool, enters living area

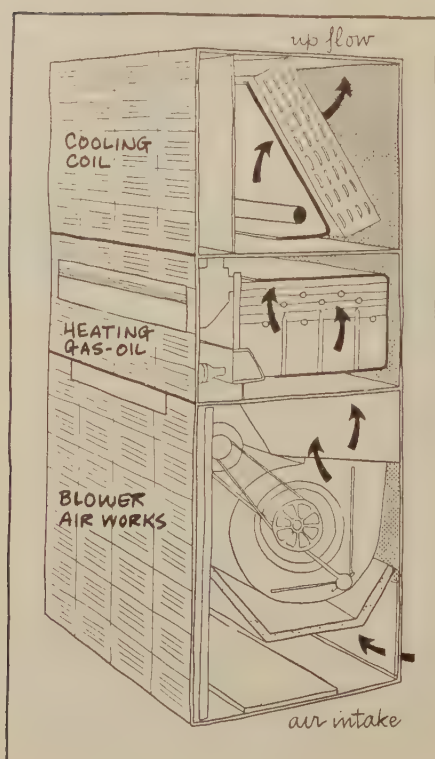
through special ceiling diffusers.

Ducts are insulated and special fittings simplify joining them.

The manufacturer claims that installed cost of the entire system—heating and cooling—can be less than \$1,000.

Coleman Co., Wichita, Kansas.

For details, check No. 11 on coupon, p. 250



Year-round air conditioner line goes together like building blocks

The Lennox "Landmark" encases heating, cooling and blower-filter elements in separate cabinets that install one on top of the other. Various sizes of units can be combined to meet varying cooling-heating requirements. Cabinets are aligned by centering pins to give the completed assembly the appearance of a single cabinet.

"Landmark" line includes forced warm air furnaces for gas or oil, and a heat pump. Condenser coils and compressor for air conditioning are housed outside the house in separate cabinets. Heat input with gas ranges from 68,000 Btu per hour to 340,000 Btu per hr; with oil, 91,000 to 378,000 Btu per hr. Electric strip heater sections to augment

the heat-pump installation have maximums to 68,260 Btu per hr.

The unimpeded air flow pattern (almost straight up) moves from 600 to 4,400 cu. ft. per minute. (Down flow packages are also available.) Cooling capacities range from 2 to 10 tons.

Where cooling function is not immediately desired, cabinet and ductwork can be installed with furnace, and the coil placed later at minimum expense.

All cabinets (with exception of a basement low-boy model) are 28 1/8" deep, heights from 28" to 88 3/4", widths from 26" to 68".

Lennox Industries Inc., Marshalltown, Iowa.

For details, check No. 12 on coupon, p. 250

continued on p. 205

Now Low Cost ZONE CONTROLLED Hot Water Heating

COMFORT
CONTROL by

Econo
ZONE-A-TROL



MAKES HOUSES
**SELL
FAST**

Comfort CONTROL by
ZONE-A-TROL

Room by Room ZONE CONTROL,
a thermostat in each room or zone
automatically provides the temperature
desired when and where required

When you install Hot
Water Heat with built-in
COMFORT CONTROL by
ZONE-A-TROL, living rooms,
bedrooms, kitchens, bathrooms,
and rumpus rooms, are each pro-
vided with their own thermostatically
controlled heating system and tem-
peratures may be maintained, raised, or
lowered to suit each occupant's require-
ments for comfort at any hour of the
day or night.

A thermostat in each room or zone
operates a ZONE-A-TROL valve which
controls the flow of water from a single
circulator to each zone, thus providing
the ultimate in heating comfort, con-
venience, and economy.

**ZONE-A-TROL MAKES HOUSES SELL
FASTER AND WITH A BIGGER PROFIT
FOR THE BUILDER.**

Easy and inexpensive to install, three
separate thermostatically controlled
heat zones can be included on any hot
water heating system for less than
\$100.00 (cost of three ZONE-A-TROL
valves and two additional thermo-
stats). As many additional zones may
be added as required for an additional
\$36.00 per zone (cost of ZONE-A-TROL
valve and thermostat). Easy and in-
expensive to install—ZONE-A-TROL
valves use low voltage wiring. BX
cable is not required.

Home buyers are quick to recog-
nize the added comfort, conven-
ience, and greater fuel economy
offered by multiple zoned hot
water heat. To show, tell, and
sell the advantages of Comfort-
Control by ZONE-A-TROL, model
home display material and other
merchandising aids are avail-
able to help you sell homes
faster and more profitably with
ZONE-A-TROL.

SEND TODAY FOR FURTHER INFORMATION ON
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ZONE-A-TROL

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Homes — Apartments — Commercial
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ECONO PRODUCTS COMPANY, INC. East Haddam, Conn.

Free from NIBCO



VALVE CATALOG VC-3

This new catalog for 1958 illustrates and gives complete
specifications of NIBCO low pressure, pressure rated and
special type bronze valves . . . including the sensational
new Y-Pattern Globe and Check Valves. These are the
valves that give you more shut-offs per dollar . . . fully
guaranteed to operate perfectly. See your wholesaler or
send coupon below.



*send
today!*

NIBCO INC. — Dept. HH-1503, Elkhart, Indiana
Please rush free copy of your new Valve Catalog
No. VC-3.

name _____

firm _____

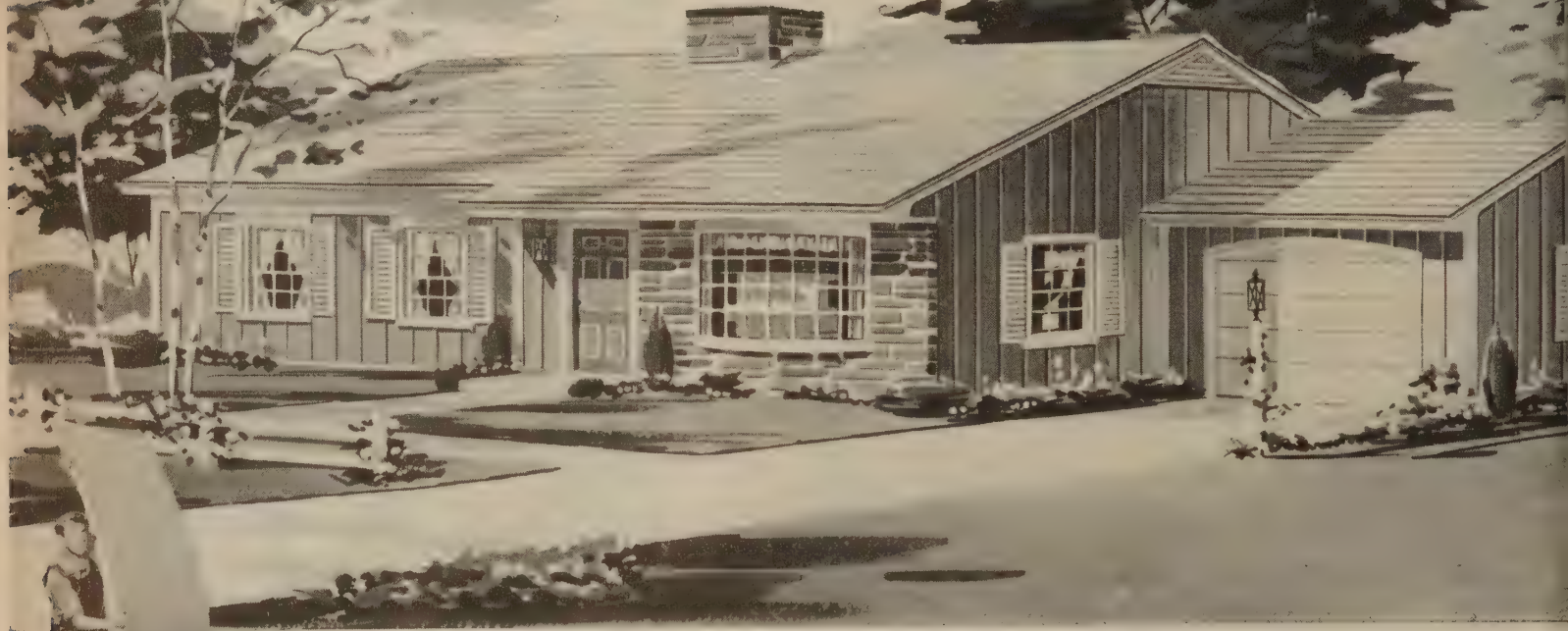
address _____

city, state _____

☐ Also send address of nearest source of supply.



Houses cost less to build with
JOHNS-MANVILLE FLEXBOARD WALLS



NOW...J-M Asbestos Flexboard[®] comes to the job site PRE-PRIMED to take any paint!

Saves up to 4 cents per square foot priming cost on exterior walls

WHEN THE PAINTER comes to the job, Flexboard is dry and primed, ready to receive the final color styling. Factory PRE-PRIMED Flexboard, erected as delivered, for exterior walls or other building applications can be given the finish paint coat immediately—any color, using any good grade of paint. Labor and painting costs are reduced. The job is completed faster.

Home buyers get more value from a house that requires less maintenance. Flexboard needs less frequent repainting than is required for a properly painted wood surface.

This is because Flexboard expands and contracts only *one-tenth* as much as wood when exposed to the weather. Paint film is less subject to constant stretching and shrinkage which is one of the major causes of paint chipping, cracking and flaking. Flexboard is not subject to grain raising.

FIREPROOF, PERMANENT, and ROTPROOF

Flexboard... the strong, tough asbestos and cement building sheet... cannot burn, it won't rot or rust... wears like stone.

Johns-Manville Asbestos Flexboard is easy to handle and apply. Sheets are available in sizes from 4' x 8' up to 4' x 12', in thicknesses of 1/8" and 3/16". All thicknesses meet F.H.A. specifications when applied over a continuous sheathing. It can be worked with ordinary carpentry tools.

For more information on PRE-PRIMED Flexboard and other Johns-Manville building products write to: Johns-Manville, Box 111, New York 16, New York.



JOHNS-MANVILLE

THESE OTHER JOHNS-MANVILLE BUILDING MATERIALS HELP CLOSE HOME SALES FOR YOU



Seal-O-Matic® Asphalt Shingles, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.

Colorbestos® Sidewall saves expensive repainting for the homeowner, adds distinction and buyer appeal to the home. New Colorbestos process assures lasting color and texture. Fireproof, rotproof and weatherproof.



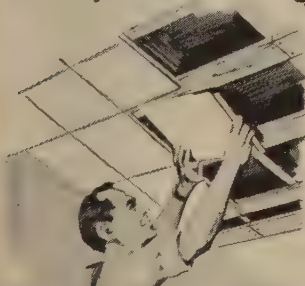
Spintex® Insulation saves the home buyer up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.



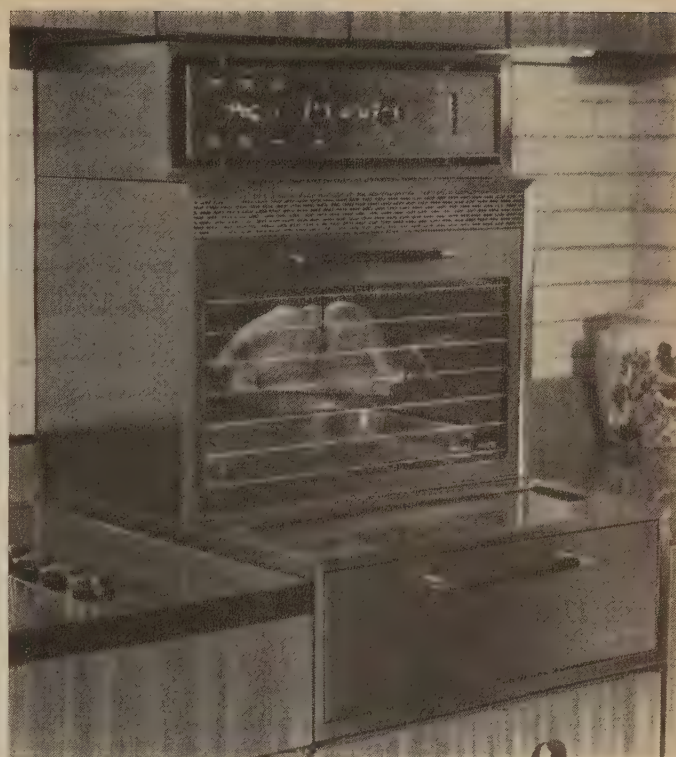
Terraflex® Vinyl Asbestos Floor Tile keeps its "first day" beauty. Easily kept spick and span, it has great appeal to home buyers.



Fibretext® Acoustical Panels absorb up to 75% of room noise that strikes them. Modern sales asset for new homes, with proved buyer appeal.



Ask about the 7-Star merchandising and advertising plan to help you sell more homes



Split-level oven is a real standout

The new Philco double oven, first shown in the NAHB research house, is really three units in one:

1. Top unit is an automatic oven with a built-in thermometer that signals when meat is done. Shutter behind the grille over the oven makes closed-door broiling possible.
2. Top unit can also be used as a full-width rotisserie.
3. Lower unit is a roll-out baking drawer with a viewing window at counter level (photo below) and forced air circulation. Rack and drip pan are removable for cleaning.

Eye-level control panel has automatic timers and thermostats for both ovens. Pushbuttons light oven interiors. Because the top oven is only 12" deep, its door does not project beyond the counter when open, so it is easy to clean the oven and lift out heavy roasts.

The meat oven holds a 30-lb. turkey or any family roast (it is 20" x 15" x 12"). The pastry drawer is only 6" high (high enough for any baking pan), 21" wide, and 19" deep.

Outside dimensions of the stainless steel unit are 24" wide (so it fits the recommended 24" module) x 32" high x 25½" deep.

Philco, Philadelphia

For details, check No. 13 on coupon, p. 250



continued on p. 209



Awarded to American-Standard..

new blueprint for sales—The latest complete new homes merchandising service for faster new-homes sales gives you up-to-date, practical, home-selling ideas on every phase of publicity, advertising, promotion, signs and displays. Presented in quick-to-read language, it conserves your valuable time while you get new ideas on complete, profit-building new homes promotions.

THE 1957
Ideas for
Home Builders
CONTEST



CERTIFICATE OF EXCEPTIONAL MERIT

*for excellence in product literature
directed to the home builder*

PLUMBING AND HEATING DIVISION—
AMERICAN-STANDARD

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1957 BLUEPRINT FOR SALES

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☐ Send information on the Color Scheme Originals.

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City _____
State _____

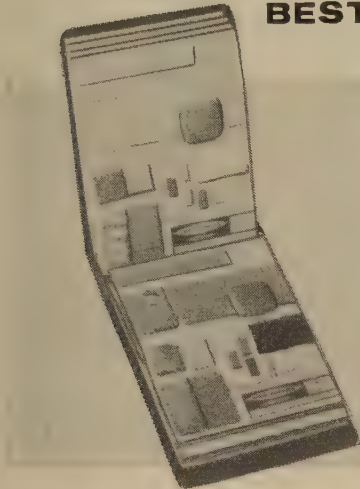
MAIL COUPON TODAY

For more information on the Blueprint for Sales and the Color Scheme Originals, please fill out and mail coupon on left.

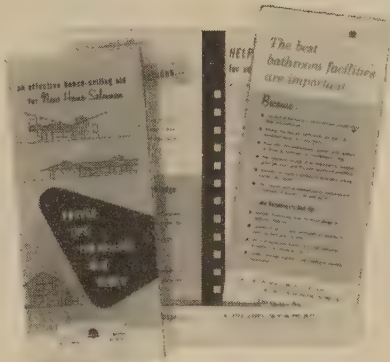
CERTIFICATE OF EXCEPTIONAL MERIT

for **Blueprint for Sales**—a complete merchandising guide for home builders

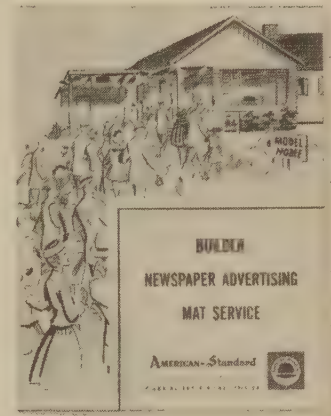
BEST FRIENDS A HOME BUILDER EVER HAD



color consultant service—Merchandise your homes effectively with the latest eye-catching bathroom color schemes. This service, featuring American-Standard colors, is available from Color Scheme Originals at nominal cost.



new homes salesman's brochure—Prepared especially to educate your salesmen to the sales features of installed American-Standard products . . . chock-full of proven tips for selling new homes.



newspaper advertising mats—This service supplies you with sales-producing ad mats *free*. Helps you plan the strongest newspaper campaign at the lowest cost.



continuous national advertising—Leading, popularly read national magazines carry the American-Standard quality story in big, forceful, colorful ads to millions of prospective home buyers. Prospects know quality American-Standard products indicate quality-built homes.



27 builder representatives and 13 advertising specialists—are available to help you with the latest successful advertising ideas and techniques. Experienced in solving on-the-job merchandising problems, these specialists confidently help you plan a complete house-selling promotion.

AMERICAN-STANDARD, PLUMBING AND HEATING DIVISION, 40 W. 40th St., New York 18, N. Y.

AMERICAN-Standard and "Standard" are trademarks of American Radiator & Standard Sanitary Corporation.



AMERICAN-Standard

PLUMBING AND HEATING DIVISION

*Fine
homes
call
for*



FOR KITCHEN COUNTERTOPS
Glass-smooth Farlite resists stains, heat, fading . . . stays beautiful without attention for years!

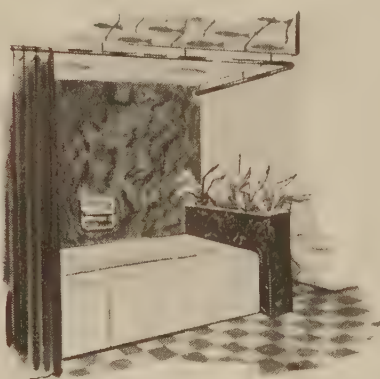


*the
finest
in
high
pressure*

**plastic
laminates**

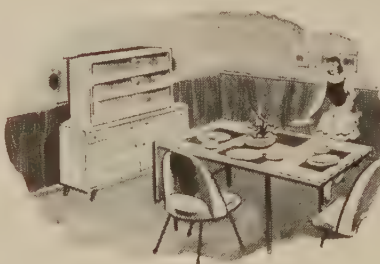
Mr. Builder . . . there's an ideal application for Farlite in practically every room! Here's a combination of ruggedness and easy-to-clean beauty to add new zip to home sales. Over 120 patterns and colors . . . in sheets, panels, or $\frac{1}{32}$ " Farlbord. Easy to install . . . economical to use. Mail coupon below for details!

BOOTH 578 • NAHB SHOW



FOR SHOWER STALLS

Adds "tile-like" beauty that cleans in a whisk, won't chip or craze . . . and costs less! Meets or exceeds NEMA approved specifications.



FOR WALL SURFACING

A new idea . . . lasting beauty that never needs refinishing!

FARLEY & LOETSCHER MFG. CO., DUBUQUE, IOWA

GENTLEMEN: I am interested in Farlite's uses in home building. Send along samples and complete information!

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

specify

Donley

"COMPLETE PACKAGE"

- ★ BASEMENT WINDOWS
- ★ UTILITY WINDOWS
- ★ AREA WALLS

*faster,
easier,
trouble-free
installation*

Builders everywhere are saving time and cutting costs with Donley "Complete Package" products. When ordering Donley Basement and Utility Windows, alert builders specify their companion Donley Window Screens for a precision-fit without cutting or drilling.

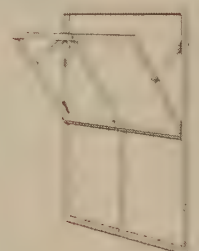
Accurately made from electrical-welded $\frac{1}{8}$ -inch hot-rolled steel, every Donley window is individually fitted at the factory for tight closure and trouble-free operation. Easy-to-install Donley windows feature adjustable ventilator stops and positive-locking devices. Two types are available in standard sizes for either putty or no-putty glazing.

The "Complete Package" for sub-surface windows includes Donley Steel Area Walls and Gratings. Made of corrosion-proof 16-gauge galvanized steel, Donley Area Walls span 38 inches, project 16 inches and are ribbed for greater strength. Needed near traffic areas. Donley Gratings are specifically designed to fit Donley Area Walls and feature heavy steel bars with center brace for added strength.

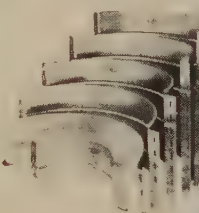
DONLEY BASEMENT WINDOWS have electrically welded corners for added strength.



DONLEY UTILITY WINDOWS are widely used in shops, garages, storerooms and similar applications.



DONLEY STEEL AREA WALLS are available in five standard heights.



THE Donley BROTHERS COMPANY
METAL PRODUCTS FOR BUILDING

THE DONLEY BROTHERS COMPANY
13981 Miles Ave. • Cleveland 5, Ohio

Please send me complete information on your line of Area Walls, Basement and Utility Windows.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

7918-DB



Wall jacks speed tilt-up jobs

They also make tilting up heavy walls a two-man job—rather than a six- or eight-man job; and they make the job safe—with these jacks there is no reason for anyone to stand under the load. 73' walls have been raised with two of these jacks.

The jacks weigh about 30 lbs. each, lift 1,100 lbs. each, with a safety factor of 2. The standard, rigid 14' model sells for \$119 a pair. A de luxe model that telescopes down to 8' 6" for hauling and storage sells for \$150 a pair.

To raise a wall, jacks are first spotted in a socket made by nailing a 2x4 to the subfloor. The cable from the ratchet gear up over the head of the jack, is hooked to the wall. Then the wall is raised by working the ratchet gear.

In the photo below, a wall jack is being used with two timbers to raise a 1,000-lb. laminated roof beam.

Proctor Products, Seattle

For details, check No. 16 on coupon, p. 250



continued on p. 212

Get a GRIP
on your
WINDOW
BALANCE
PROBLEMS
with the
UNIQUE
accelerated
spiral!

UNIQUE BALANCE COMPANY 41 MAGEE AVENUE STAMFORD, CONNECTICUT



Better Homes for a Better America!

The only line of Windows

Quality Controlled from Bauxite to



REYNOLDS CASEMENT WINDOW—
the acknowledged leader of its type.
Complete vinyl weatherstripping is only
one of its many quality features.



THIS ALL-NEW TRAVERSE
WINDOW by Reynolds provides
many selling points...sliding vents
lift out for cleaning, for instance.

REYNOLDS ALUMINUM

The manufacture of Reynolds Aluminum Windows is carried out with a unique and important advantage...single-source quality control. This quality control is truly continuous. It extends through mining, refining, alloying, extruding, assembly and through finishing processes which include the world's largest anodizing facilities.

This Quality Control from Bauxite to Job Site

The Finest Products
Made with Aluminum

are made with

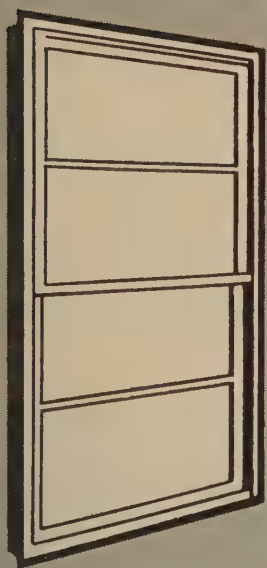
REYNOLDS  ALUMINUM

© REYNOLDS METALS COMPANY

AS FEATURED IN
"THE HOUSE OF EASE"



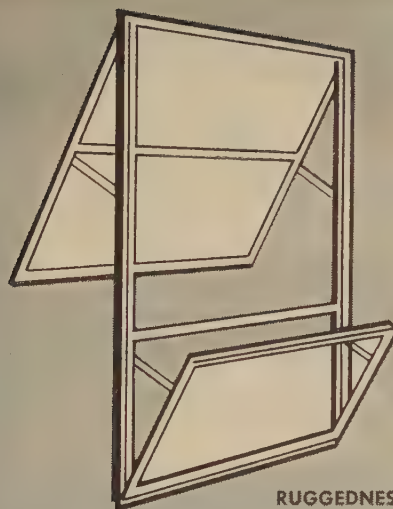
Job Site



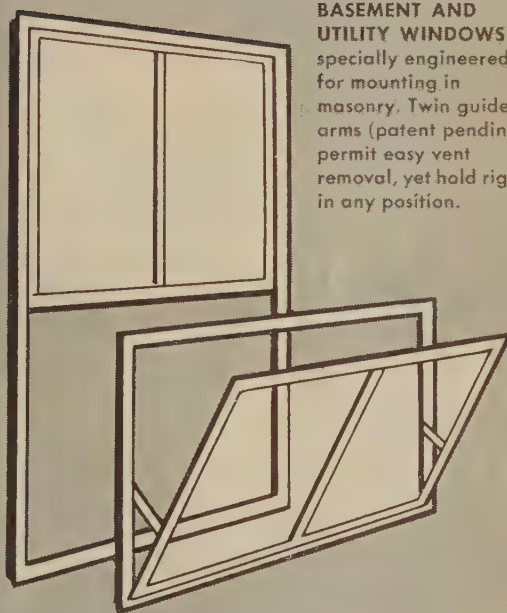
DOUBLE-HUNG, the nation's most popular window type, and Single-Hung for the economy market.



TORQUE BAR OPERATION plus 100% weatherstripping make the Reynolds Awning Window a great favorite.



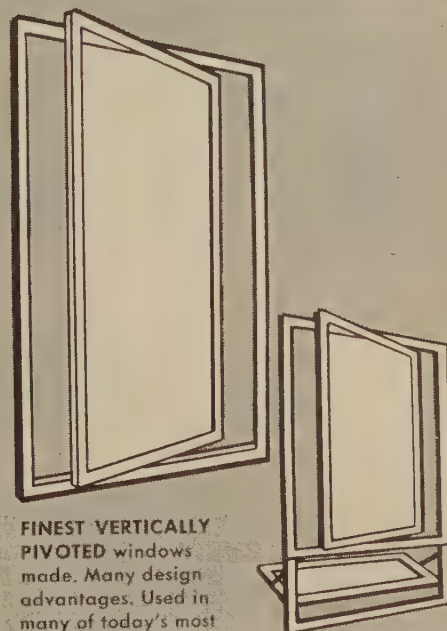
INDUSTRIAL RUGGEDNESS is designed right into these Projected Windows. Double contact weathering. Like all the others, a permanent "satinized" finish.



BASEMENT AND UTILITY WINDOWS specially engineered for mounting in masonry. Twin guide arms (patent pending) permit easy vent removal, yet hold rigid in any position.

WINDOWS

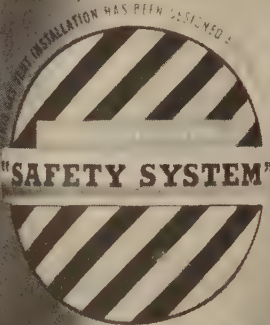
now applies to a *complete* line of Reynolds Aluminum Windows—competitively priced. For details as to availability in your area, call the nearest Reynolds sales office. For free literature, write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.



FINEST VERTICALLY PIVOTED windows made. Many design advantages. Used in many of today's most outstanding buildings.

Watch Reynolds All-Family Television Program "DISNEYLAND", ABC-TV.

**THIS SEAL
PROTECTS YOUR
REPUTATION...
THEIR HEALTH
AND SAFETY!**



Quality symbol of gas vent safety, the Metalbestos "Safety Seal" means an all-Metalbestos gas vent, installed according to the scientifically-proved Metalbestos "Safety System."

Placed on the vent above an appliance's draft hood, this red-and-black seal is a visible reminder of permanent, trouble-free gas venting in your homes... affirms your building integrity and attention to safety.

Discover how the new Metalbestos "Safety System" can lower vent installation costs... meet every gas vent problem. Write Dept. D-3.

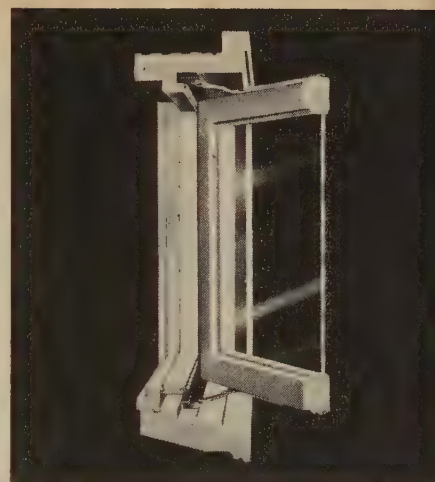
Stocked by principal distributors in major cities. Factory warehouses

*In Akron, Atlanta
Dallas, Des Moines
Chicago, New Orleans
Los Angeles
Woodbridge, N. J.*



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

New products



Double weatherstripped casement

Bilt-Well casement window has stainless steel, spring-like weatherstripping rolled into a groove on all sides of the sash, and a tubular vinyl gasket is installed in dovetail in the frame to make the window absolutely tight.

A new, fully concealed, sliding-type hinge attaches directly to the frame and moves on nylon bearings in a stainless steel track. Lock has a cam action that pushes window out when it is unlocked.

Window opens a full 90 degrees so it can be cleaned from the inside. Available for rough opening widths from 22 $\frac{5}{8}$ " to 30 $\frac{3}{8}$ " and heights of 2'-7 $\frac{1}{4}$ " to 5'-7 $\frac{1}{4}$ ". About \$30 to \$35 for commonly used sizes.

Carr, Adams & Collier Co., Dubuque
For details, check No. 15 on coupon, p. 250



Awning window has single operator

All operations of these new awning windows are performed using a single right-hand crank. It operates a torsion bar concealed at the sill, which in turn powers lifting mechanisms on both sides of each vent. The sash moves out from the frame before tilting upward, so wear on weatherstripping is reduced. On closing, the weatherstripping is compressed—making a tight seal. All glass can be washed, and vents removed, from the inside.

Insulating glass or individual piggyback storm sash is available.

Retail prices per panel run from \$37 to \$93, glazed and with screens. Sizes run from a single 27 $\frac{1}{4}$ " x 18 $\frac{1}{4}$ " vent (stud opening, 33 $\frac{3}{8}$ " wide) to three wide, three high groups of vents each 44 $\frac{3}{8}$ " wide by 18 $\frac{1}{4}$ " high.

R-O-W. Window Co., Joliet, Ill.
For details, check No. 16 on coupon, p. 250

continued on p. 216

WHEN MODEL HOME VISITORS
CHOOSE YOUNGSTOWN KITCHENS 10 to 1...

wise builder switches kitchens for 2500 units

*Enterprising distributor sets up
Youngstown Kitchen in model home garage...
wins votes over competing brand already installed!*



Home-site at former Camp Shanks, Orangeburg, N. Y., 800 acres now under development as "Rockland," directed by Lester Robbins, dynamic businessman-builder. Project includes 1900 homes in four basic models in the \$17,000 to \$20,000 price range. Now in completion stages, all homes are equipped with air conditioning, steam heat, tile baths and Youngstown Kitchens. 600-unit apartment house also features in plan.



A Cornell University graduate, Lester Robbins' (left) amazing career includes a long history of building successes: large industrial developments; Maplewood Village apartments in Maplewood, N.J.; 800 units in Woodbridge Oaks, Woodbridge, N.J.; and 300 units in Oakridge Heights, Colonia, N.J.

READ DRAMATIC STORY OF BIG SWITCH TO YOUNGSTOWN KITCHENS





Homebuyers saw this kitchen equipment in garage. . . chose it 10 to 1 over competitive model installed in home

Youngstown Kitchens Distributor, Mr. Thomas O'Laughlin (left), whose persistent belief in the superiority of his product won him the contract for one of America's largest new home tracts, shown here with Mr. James Verra, Assistant Builder for "Rockland," who bowed to consumer preference for Youngstown Kitchens in 1900 homes and 600 apartments.



Visitors surprised by double-kitchen viewing. As they finished their inspection tour of the new "Rockland" model home one week, 1,000 prospective homebuyers were amazed to step from the kitchen of the completed house into another kitchen in the garage! They could not know that this was the result of a distributor's refusal to stop selling the product he believed in.

Distributor stakes faith on public. When Tom O'Laughlin, Youngstown Kitchens Distributor, learned that a competitor's kitchen had been chosen to equip the 2500-unit development, he was so convinced that homebuyers would prefer Youngstown Kitchens instead, that he proposed this unique competitive test.

Builder agrees to garage test. Fair-minded Lester Robbins, "Rockland" builder, admitting that consumer preference could make or break home sales, agreed to change his carefully worked-out plans if Tom could prove that homebuyers would prefer Youngstown Kitchen equipment even when shown in a garage.

Long-shot pays off! After working all night installing the Youngstown Kitchen he knew would win, Tom was ready to ask model-home visitors for their votes the first Open House day. His confidence grew as the prospective homebuyers inspected every Youngstown cabinet, opened and closed drawers...looked in the full capacity Jet® Towel Dishwasher and compared color and style of the two kitchens. And when the grand total showed 10 votes for Youngstown Kitchens to every 1 for the competitor's kitchen, Lester Robbins was convinced. Tom O'Laughlin got the order for 2500 Youngstown Kitchens.

Distributor certain Youngstown Kitchens style, color and greater convenience features would win homebuyers' votes

Builder installs new kitchens in answer to consumer demand "It's value that counts in home sales today," says Lester Robbins, Rockland builder, "and home buying prospects know value down to the last nail and tack! In kitchens particularly, the woman of the family has her say, and she's one of the finest shoppers for value the world has ever known. She wants the kind of style and color with built-in convenience she sees in Youngstown Kitchens. I was very glad to switch to Youngstown Kitchens in Rockland. From the moment we installed one in our model home, sales were easier. Tom O'Laughlin certainly knew what he was talking about when he persuaded us to do that side-by-side kitchen test!"

Builders are showing their preference for Youngstown Kitchens in their model homes because the complete Youngstown Kitchens line offers the widest selection of cabinets in the world with easy-to-install features that save labor cost. Complete with Youngstown appliances, builders can create an ideal kitchen for every type of home from the \$10,000 model to the deluxe \$75,000 custom job. Why not contact your Youngstown Kitchens sales representative today...

"Rockland" Sales Manager Uses Youngstown Kitchens 10-Point Builder Program.

Mr. Edward Schwartz, Sales Manager for huge 2500-unit Rockland Development, shown here with Mr. Tom O'Laughlin, Youngstown Kitchens Distributor, found Youngstown Kitchens Home-Selling Program an excellent sales help throughout the whole house. "This plan is unique in the field," says Mr. Schwartz. "It not only points up the selling features of Youngstown Kitchens but works throughout the model home to give us the kind of selling help we need."

See the latest news about YOUNGSTOWN KITCHENS 10-POINT PROGRAM on the following page.

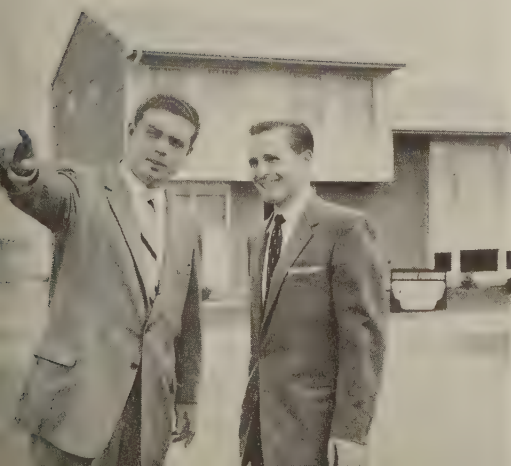


Home-buying prospects comment on the seam-free, easy-to-clean feature of the factory-built Continuous Counter Tops that are an exclusive Youngstown Kitchens feature. Roomy wall and base cabinets win approval too.

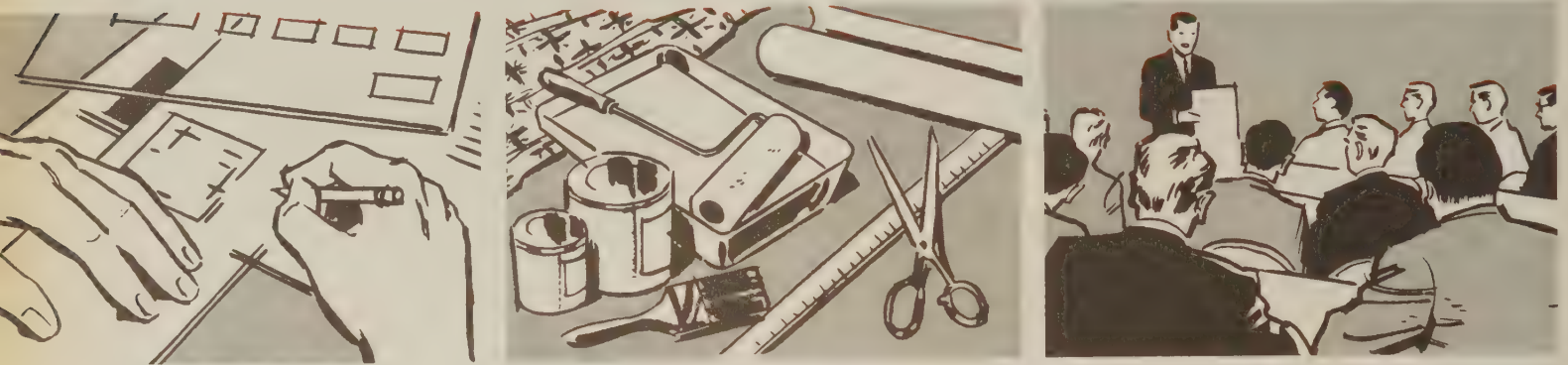


Rotary Corner Wall Cabinets and Built-in Cooking Centers step up viewers' interest in this model home kitchen now installed in Rockland Model.

Big 30" full-capacity dishwasher in this Youngstown Kitchen attracts attention of Model Home visitors in one of the Rockland Homes. Just one of the many features constantly winning votes for Youngstown Kitchens.



Only Youngstown Kitchens gives builders kitchen design, decorating plans, sales training



plus promotional aids that sell the whole house
in the new 10-Point Home-Selling Program,
ready now!

- 1.** Complete kitchens from one source. Youngstown Kitchens has the cabinets, the sinks, the appliances you need—in a variety of sizes and styles to fit your every plan.
- 2.** Deliveries when you need them from 80 strategically located warehousing points. Youngstown Kitchens is as close as your telephone.
- 3.** Professional Kitchen Design Service at your request. We help you solve all FHA and VA requirement problems at the blueprint stage.
- 4.** A complete, individualized Kitchen Decorating Plan done for you by nationally known decorating expert, Diana Young. Includes brand names, paint, fabric and floorcovering numbers.
- 5.** Complete Model Home Promotional Planning Guide. Discloses plans and stunts by which builders secure widespread publicity for the development projects. Contains newspaper ad suggestions, advertising mats, radio and TV commercials, outdoor advertising and direct mail ideas... plus ideas to step up the proportion of buyers to lookers.
- 6.** Complete Outside-Inside Model Home Selling Aids: "Personalized Handout Literature and Self-Mailer" which will include the name, location, and features of your particular home site. Directional Signs — 12 colorful arrows that show the way to your model home. Open House Pennants, specially imprinted.

100 feet of eye-stopping, colorful banners that identify your model home. Arresting Exterior Sign — Big (4 ft. x 8 ft.) weatherworthy metal project sign, with your development's name on it. Use it right on the job. "Talking Home" Records especially transcribed for you—telling the outstanding features of your home. Use on a record-playing system set up with loudspeakers in several rooms.

7. Kitchens Features Display: Kitchen Award Certificate, Kitchen Features Hearts, Roll of Floor Paper, and Easel Selling Cards all go to point up kitchen features to help sell the house.

8. Sales "Briefing" Service if you wish. Youngstown Kitchens experts will show your salesmen or your realtor's salesmen ways to demonstrate to SELL the features and the benefits of your home to every prospect.

9. Real Estate Training Program: A comprehensive program presented on slide film which can be available to you directly for your use or with a representative to train your sales people and to help increase your sales.

10. Tailor-made Selling Help planned individually, to help you. A Youngstown Kitchens promotional advisor will work out all details with you. Where he sees the need of selling help not already outlined here, he will suggest it — and make that help available.

MAIL THIS COUPON

Youngstown Kitchens—Div. of American-Standard
Builder Department HH 38, Salem, Ohio
Please have your Sales Representative call on me with new
home selling plans and ideas.

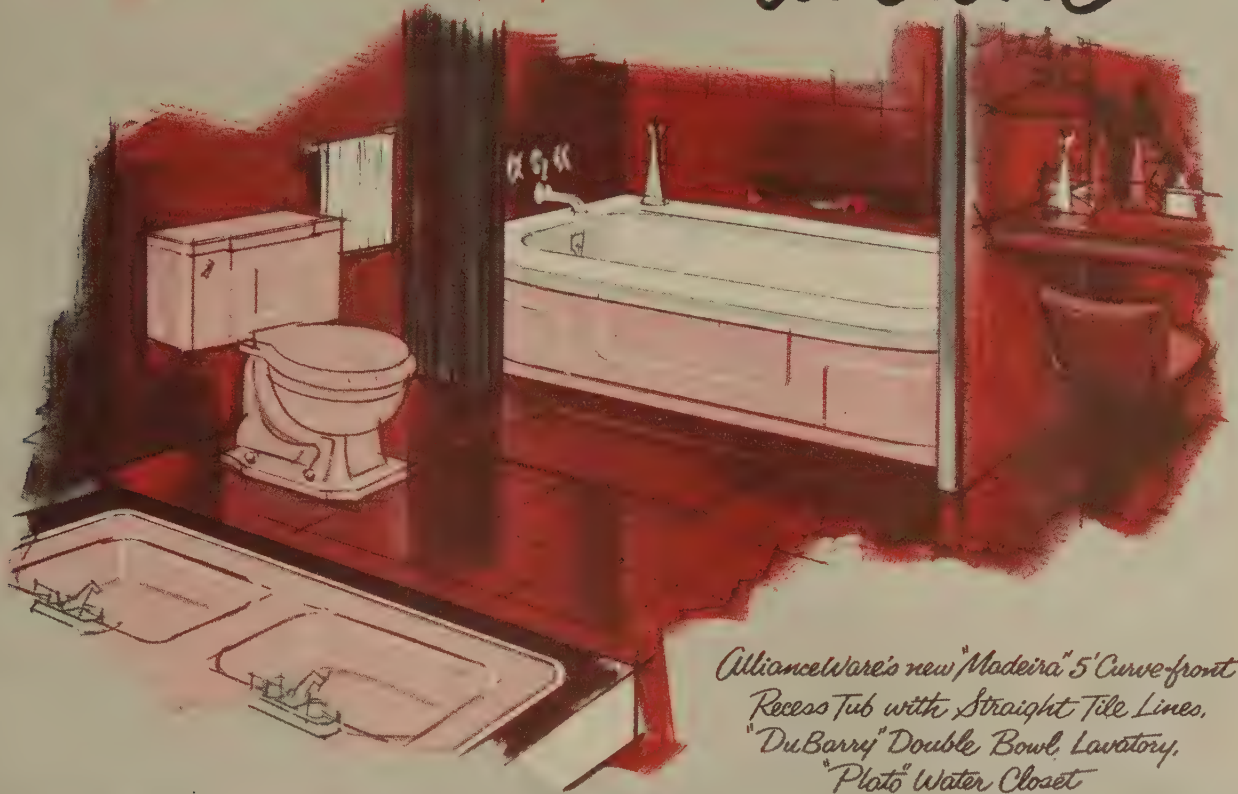
Name _____
Firm Name _____
Address _____
City _____ State _____



AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

AllianceWare *duotone*



*AllianceWare's new "Madeira" 5' Curve-front
Recess Tub with Straight Tile Lines,
"DuBarry" Double Bowl Lavatory,
"Plato" Water Closet*

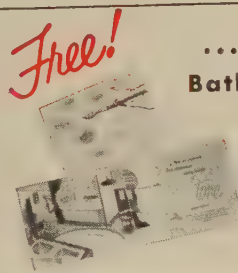
AllianceWare Color Creates Customers For Your Homes: AllianceWare Design Cuts Installation Costs

New! AllianceWare Slip-Proof Tub!

Now you can close more sales by offering real Slip-Proof protection, applied to the tub floor by a unique new AllianceWare process. This new safety feature (optional) has been tested and approved for superior performance by York Research Corporation.



AllianceWare Duotone Bathtubs are available in any combination of tan, pink, yellow, grey, green, blue or white; black for aprons only. Water closets and lavatories to match either color.



Free!

...AllianceWare's New Bathroom Design Book

Sixteen pages in full color of new design, color and decorating ideas for bathrooms.

Write Dept. HH-3 Today for your Copy!

AllianceWare, Inc. • Box 809 • Alliance, Ohio

an  subsidiary



Here's Proof That AllianceWare Cuts Installation Man-Hours By 50%

1. One man can handle, instead of two.

2. Four simple supports to put in.

3. Patented Wall-Hung Installation.



CALIFORNIA REDWOOD

TEXAS RESIDENCE
HARWELL HAMILTON HARRIS, AIA
ARCHITECT

... its texture, its color, the pattern of its grain ... can mean more pride to the client in a beautiful home ... more pride to the architect and interior designer in a job

well done. To be sure every time, specify "CRA-Certified Kiln Dried."



CALIFORNIA REDWOOD ASSOCIATION
576 Sacramento Street • San Francisco 11, California





There's a **RUSCO** Size and Style to fit every Window Opening . . . Every Building Budget

RUSCO Windows are shipped to you in complete packaged units. They install in minutes . . . eliminate on-the-job painting, glazing, later adjusting or repairing. Made of hot-dipped galvanized steel with a baked enamel finish for greatest durability or economical aluminum.

- RUSCO's "Easy-Slide" design with felt lined slides eliminates sticking or rattling.
- Decorator colors to blend with any color scheme or satin finish aluminum.
- RUSCO Fiberglas® screen won't rot, corrode or stain and never needs painting.
- All sliding glass panels are removable from inside for easy, safe cleaning.

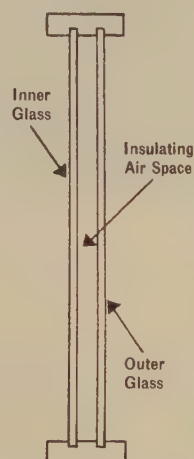


RUSCO's national ads are pre-selling thousands of new home prospects!

"Always one step ahead of the weather" with

RUSCO

SEND FOR
THIS FREE
ILLUSTRATED
CATALOG!



New Optional Dual Glazing Gives Factory-Made Storm Protection

at 20% Less Cost

1. Maximum cold weather protection plus full year 'round filter screen ventilation.
2. No separate storm sash to change and nothing to store!
3. Up to 1/3 fuel savings when RUSCO windows are installed.

F. C. RUSSELL CO.
DEPT. I-3 • COLUMBIANA, OHIO
(In Canada: Toronto 13, Ontario)

Gentlemen:

Please send me a copy of RUSCO's Illustrated Prime Window Catalog.

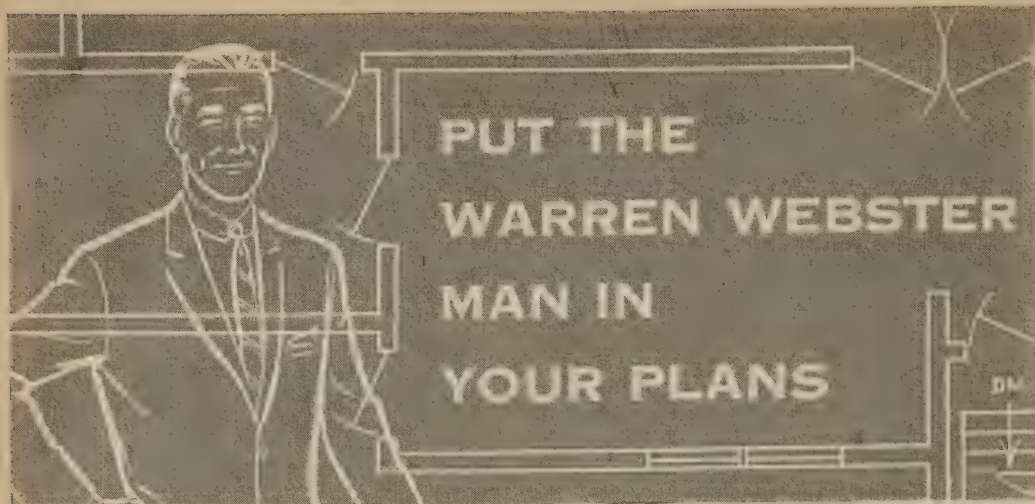
Name _____

Firm _____

Address _____

City _____ Zone _____ State _____





For All-Around Comfort... All Around the Year

Every day's a perfect day, when your Warren Webster Man plans the weather. In the chill of winter, decade-proved Webster Baseboard Heating uses the modern science of Hydronics to wrap your house in a blanket of gentle, clean, draft-free warmth. It's hot water heating at the peak of comfort, to complement the finest home.

And, in the heat of summer, the Webster Cool-Air System takes over. An independent but compatible central cooling system, it brings delightful whole-house air conditioning within the reach of any home owner. Uses its own inexpensive ducts, outlets and controls... or teams with existing ductwork. Easily installed in attic, basement, crawl space, or equipment room.

For 52 weeks of springtime, get the facts from your Warren Webster Man. Or send for Bulletins AR-669 (Baseboard) and F-141 (Cool-Air). Warren Webster & Company, Camden 5, New Jersey. Since 1888. Offices in principal U.S. cities and Canada.

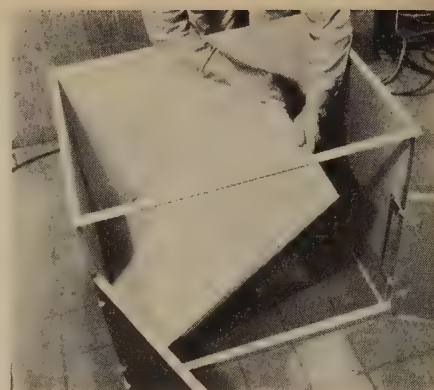
WEBSTER'S
FINEST
PRODUCT



the Warren Webster Man

WARREN WEBSTER
HEATING... COOLING

New products



Assemble a cabinet in minutes?

Can be done. All you need are a pair of aluminum frames and plywood panels you can buy from the maker or have cut locally.

The frames fit over the top and bottom of the cabinet, hold the parts together. Saw kerfs in the plywood side panels engage the locking ridge in the aluminum frames. The combined pressure of the interlocking side, back and bottom panels against the ridge of the frames holds the unit tightly together, and there are no exposed joints in the cabinets.

The cabinets can be assembled on the job by unskilled labor.

Cabinet hardware can be pre-mounted on the plywood parts while they are flat on a bench or assembly line.

The units can accommodate a simple plywood top or any standard faced or unfaced countertop, including cove molded units. Fronts and doors can be any material including hardwood veneer, plastic or particle board.

Frame sizes are keyed to all standard cabinet dimensions for upper and lower units or you can get Arcware frame to meet special dimensions. Total frame cost: \$6.50 to \$7.00 per linear foot of cabinet.

Architectural Hardware, Tacoma.

For details, check No. 17 on coupon, p. 250



New self-rim sink eases installation

Ekco's stainless steel sink is easy to install, maker says, since you need no extra rims, frames and lugs. Special Ekco-Lok clips, said to exert more than 200 lbs. clamping pressure, hold the sink in place.

To install: plumber uses a template to mark penciled guide lines on countertop, shape sink opening. Plastic caulking material is applied to underside of sink rim and sink is placed so that front edge is parallel to front edge of countertop. Once sink is set in place, plumber uses a wrench to pull clips that grip the underside of countertop into place—and sink is secured.

Ekco Products, Canton, Ohio.

For details, check No. 18 on coupon, p. 250

continued on p. 221

HOUSE & HOME



Designed for *HIGH STYLE* built for performance

Style is the keynote of modern kitchen design—and Trade-Wind gives you the most striking hood designs with which to accent the kitchen.

In addition, you get the *plus* of Trade-Wind performance—full capacity ventilation for *both* over-the-range and over-the-oven.

WRITE FOR DETAILS AND PRICES

Two handsome Trade-Wind models for range and oven ventilation—the Early American Salem (above) in *real* antique copper—the modern Stationary (below) in real copper or stainless steel.

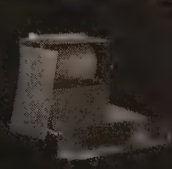
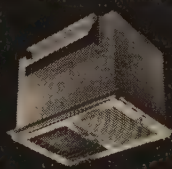


Trade-Wind

VENTILATING HOODS



Three full capacity ventilators for over-the-range plus the special oven ventilator.



Model 3501
Supreme in performance with 2 inlets.

Models 2501/1501
with slide filters.

Model 1801 for ovens.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BOULEVARD, RIVERA, CALIF., DEPT. H.H.



*the lady goes for eye appeal
..... at eye level!*

Maybe she knows a fuse from a circuit breaker, and maybe not. But just watch her come to attention for handsome Amerock hardware! Here's *her* kind of beauty and quality, at eye level—where she *won't* miss falling in love on first sight! No other product in your house has more sure-fire sales punch for the same money. And nobody nowadays underestimates the power of the little lady it hits right in the eye! Be sure you specify Amerock, the quality name in cabinet hardware she knows *best*. There is a beautiful "Contemporary," (shown at right) "Modern," or "Colonial" pattern for every interior, every budget.

SEE YOUR AMEROCK HARDWARE SUPPLIER
FOR FREE BUILDER PROMOTION KIT
OR WRITE DEPT. HH-83

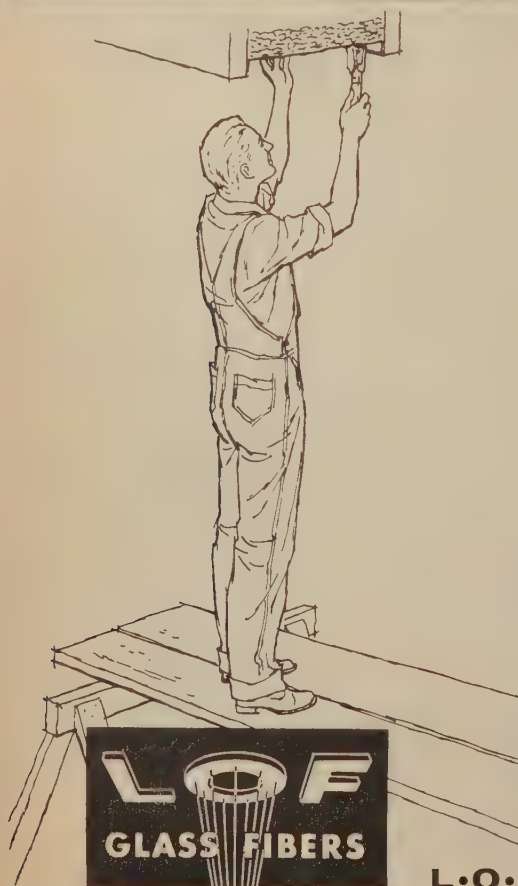
Amerock CORPORATION
ROCKFORD, ILL. • MEAFORD, ONT.



HERE'S WHY

L·O·F Glass Fibers' HOME INSULATION

DELIVERS EXCEPTIONAL RESULTS



SAVES LABOR COST—easy one-man installation—weighs only one ounce per square foot.

MINIMIZES HEAT FLOW—fits snugly between framing members.

MAINTAINS FULL THICKNESS—made of resilient glass fibers.

EXTRA EFFICIENCY—air space between ceiling and reflective foil facing.

LONG-LIFE—ageless glass fibers provide lasting resistance to heat transfer.

SAFE—pleasant to handle. Glass fibers are fire resistant—won't rot or mildew.

You can get fast delivery from your distributor. For his name, write: *L·O·F Glass Fibers Company, Dept. 21-38, 1810 Madison Ave., Toledo 1, Ohio.*

Ordinary blanket insulations slump at edges or sag between joists. Improper fit reduces efficiency; wastes heating and cooling dollars.

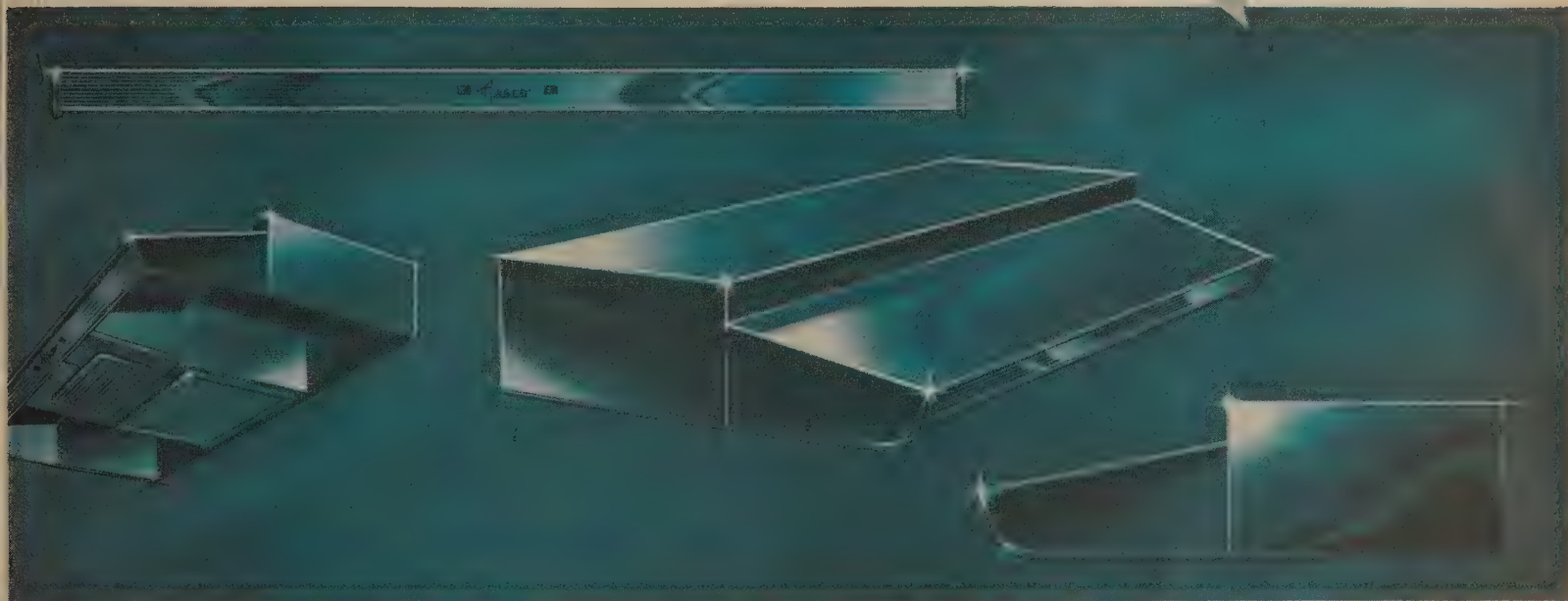


L·O·F Glass Fibers' Home Insulation cuts these losses because of its light weight, snug fit and tab construction.

L·O·F GLASS FIBERS COMPANY TOLEDO 1, OHIO

BE MODERN...GET THE **Slim Trim** OF POWER RANGE HOODS
LOOK

BY **FASCO**



Here's the power range hood with crisp, new styling that blends with today's trend to modern, efficient kitchens. And only Fasco has it!

Featuring built-in light, easy-to-clean filter, and quiet, powerful turbo-impeller, this new Fasco power range

hood is the perfect finishing touch for any kitchen.

Give the kitchen you build the extra sparkle that lifts it out of the ordinary... install a Fasco power range hood and see how it pays off in sales.

BE MODERN...TAKE A **fresh** AT VENTILATORS
LOOK

BY **FASCO**



You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilators all with smart "no-rust" anodized aluminum grilles. You'll see ventilators that cut installation costs... the trimmest ventilator on the market... and a host

of other features in this value-packed line designed and priced to reduce your costs.

Take a fresh look at all the new Fasco features... they will convince you Fasco ventilators are your best buy today.

Please send me full information on new hoods and ventilators.

H & H 358

Name _____

Address _____

City _____ Zone _____ State _____

FASCO
INDUSTRIES, INC.
ROCHESTER 2, N. Y.



LONG-BELL OAK FLOORING

Obviously the Finest!

Perfect fit just comes naturally with precision machined Long-Bell Oak Flooring. Edges and ends of each strip meet the most exacting standards of hairline precision. Saves time, labor and money.

Timeless beauty in the classic tradition is the natural result of plans specifying Long-Bell Oak Flooring. Thousands of discriminating home buyers prefer this flooring above any other type.

Sales figures of Long-Bell Oak Flooring dealers reflect this overwhelming preference. Too, the widespread

popularity of Long-Bell Oak Flooring assures builders of economical installation and quick finishing.

The peerless quality of Long-Bell Oak Flooring has made it America's first choice in residential construction . . . an enviable reputation.

Oak Flooring Plants—
DeRidder, La. Quitman, Miss.

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION

Kansas City, Mo. Longview, Wash.

MEMBER OF NATIONAL OAK FLOORING MANUFACTURERS ASSOCIATION

New products



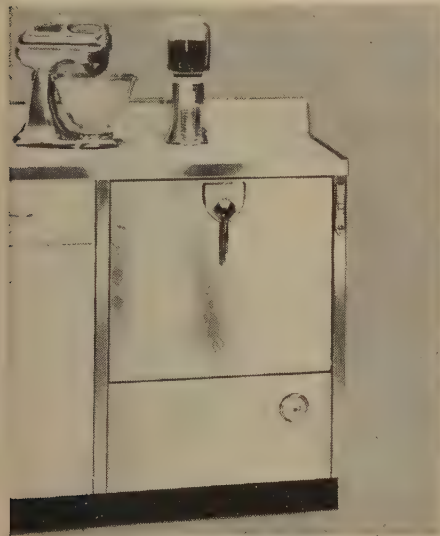
Here's a new kind of gas broiler

According to the maker, it eliminates preheating, cuts cooking time in half, and requires only half the gas of conventional broilers. The secret: a new ceramic broiler burner said to be a "first." When lighted, it reaches a temperature of 1600°F. in about 2½ seconds, producing infra-red heat waves from an input of only 12,000 Btu per hour as against 21,000 Btu needed to raise the maker's conventional broiler to 600°. Heat in the broiler is intensified by the aluminum lining of the broiler compartment and door, which reflects 80% of the radiant heat.

Production is scheduled for early this year, and planned retail prices are said to be competitive with conventional broilers.

Hardwick Stove Co., Cleveland, Tenn.

For details, check No. 19 on coupon, p. 250



New dishwasher assures hot water

KitchenAid's 1958 dishwasher has a timed spray cycle that clears the plumbing lines of cold water and warms the dishwasher interior before the start of the wash cycle—insuring that dishes are washed in really hot water.

Upper rack of the dishwasher adjusts to two positions to take care of odd-shaped glassware, pots and pans.

The electric-heated hot-air drying system has a blower fan for thorough drying. All models are available in both gravity-drain or pump-drain styles, and you can get the dishwasher for under-counter, freestanding, combination dishwasher-sink or counterheight installations.

Hobart Mfg. Co., Troy, Ohio.

For details, check No. 20 on coupon, p. 250



**Your homes offer more, sell faster with this
new architectural concept in
switch design and convenience.**

FHA has called the turn. Their more liberal financing policy opens tremendous new markets for up-graded homes. Adequate wiring with Hubbell quality wiring devices is one of the important home improvements now within the financial reach of the many. The "packaged" home, complete with all conveniences, can be theirs for the offering.

Take advantage of this situation by specifying "Presswitch" as part of your adequate wiring plans. Remember—up-graded homes mean up-graded profits for you.

"Presswitch" literature with complete specifications, on request.

highest
quality

wiring
devices

HARVEY HUBBELL, INC.
DEPT. H
BRIDGEPORT 2, CONN.

it's on...

with the slightest nudge or press

it's off

new A. C.

pressSwitch



CAT. NO 1251-I

15 amps., 120-277 volts
Single Pole A.C. "Presswitch"
with thru-connection
and ivory or brown nylon button.



"Presswitch" fits
standard boxes; accepts
standard wall plates.
It's available in single
pole, double pole,
three-way and four-
way, with ivory or
brown nylon button.

continued on p. 224

Which is the best way to air condition your houses?

That depends on the kind of houses you build. But whether they are contemporary, ranch, split-level, Cape Cod or Colonial, your local Carrier dealer can show you how to air condition them most efficiently and at the lowest price. Discuss your house plans with him. He knows installation and he knows where costs can be cut without sacrificing performance. He handles every kind of air conditioning made so his only interest is to recommend what is best for you.

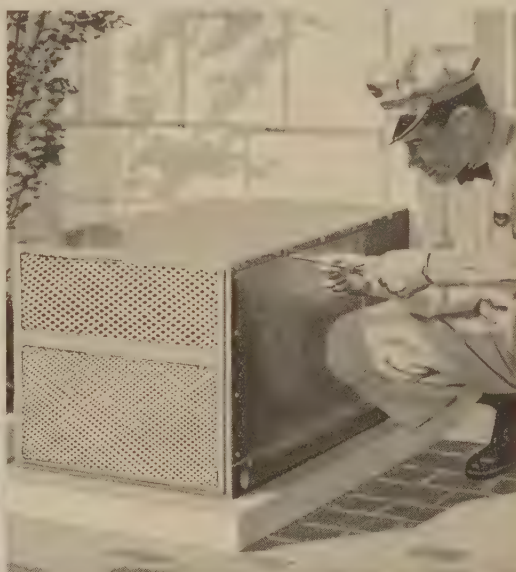
Besides expert technical service, your Carrier

dealer can also offer you a bonus in the form of tested merchandising support. You have your choice of everything from brochures to billboards plus the impact of the famous Weathermaker Home promotion package.

Carrier is the best known name in air conditioning. It's a name that will look good on your own sales literature. Let a Carrier dealer show you what he can contribute to the value and sales appeal of your houses. He's listed in your classified telephone book. Carrier Corporation, Syracuse, New York.



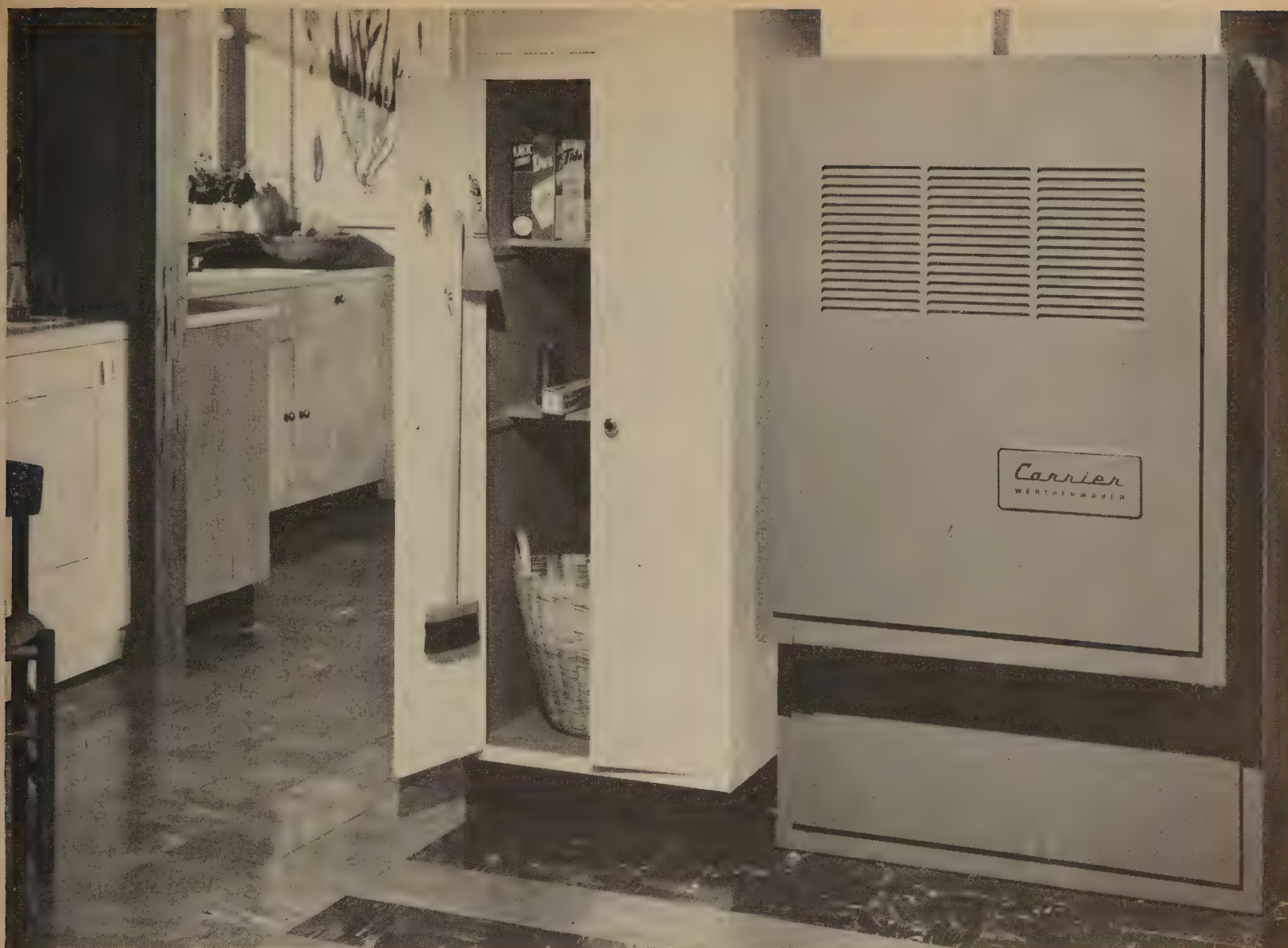
1. If you want to offer the option of heating now, cooling later, the Carrier Winter Weathermaker, "the Furnace with a Future," fills the bill handsomely. Upflow, downflow and horizontal models. Input from 75,000 to 200,000 Btu. Gas or oil fired. At a later date, the Carrier Summer Weathermaker is easily added for cooling. Summer Weathermaker is shown here on top of an up-flow furnace.



2. If you want to offer year-round air conditioning at a budget price, choose the revolutionary new Carrier Thermo-Center. Consists of a Carrier Winter Weathermaker (up or downflow) and plenum, located next to an exterior wall. Short duct connects plenum to outdoor cooling section. Costs hundreds of dollars less than conventional air conditioning systems. Installation is quick, easy.



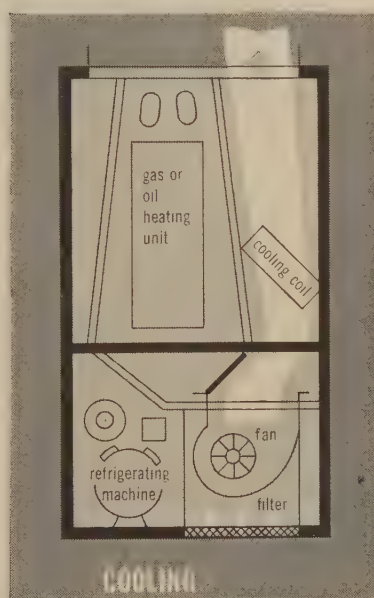
3. If you want to offer the finest heat pump on the market, the Carrier Heat Pump Weathermaker has lowest first cost, lowest installation cost, lowest operating cost of any heat pump. Exclusive "Climate Balanced" design gives maximum efficiency over year-round temperature range. Two-piece construction permits easy, low-cost installation. Outdoor section eliminates need for ductwork to bring in air.



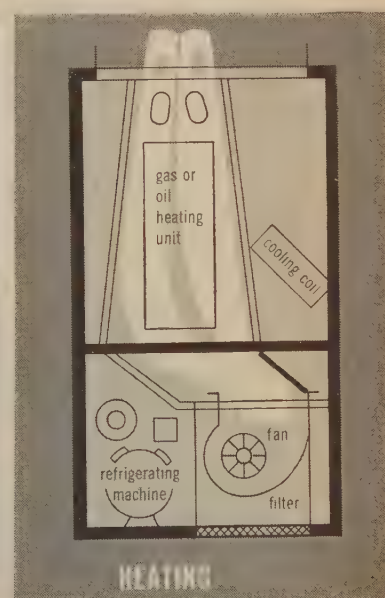
Quiet Year-round Weathermaker can be installed in a utility room, takes little more space than an average furnace. Baked enamel finish is easy to keep clean. Full-size plenum can easily be mounted on unit when installed in a basement.

4. If you want the finest heating and cooling to be standard equipment in your new houses, choose the Year-round Weathermaker—it's the top of the Carrier line. It combines matching heating and cooling sections in one cabinet. Moving a single lever changes operation from heating to cooling. Famous Carrier refrigeration system carries 5-year warranty. Aluminized steel heat exchanger is guaranteed for 10 years. Special centrifugal fan is not only spring-mounted but is completely isolated from ductwork so fan sounds can't travel through the house. Year-round Weathermakers can be ordered with gas or oil fired heating, air or water cooled refrigeration. Heating capacities, gas: 105,000 to 140,000 Btu/hr, input; oil: 84,000 to 112,000 Btu/hr, output. Cooling capacities, air-cooled: 1.7 to 3.9 tons; water-cooled: 2 to 3 tons.

first name in air conditioning



For summer cooling, a damper directs all the air from the fan through a large, sloping cooling coil which cools and dehumidifies it thoroughly.

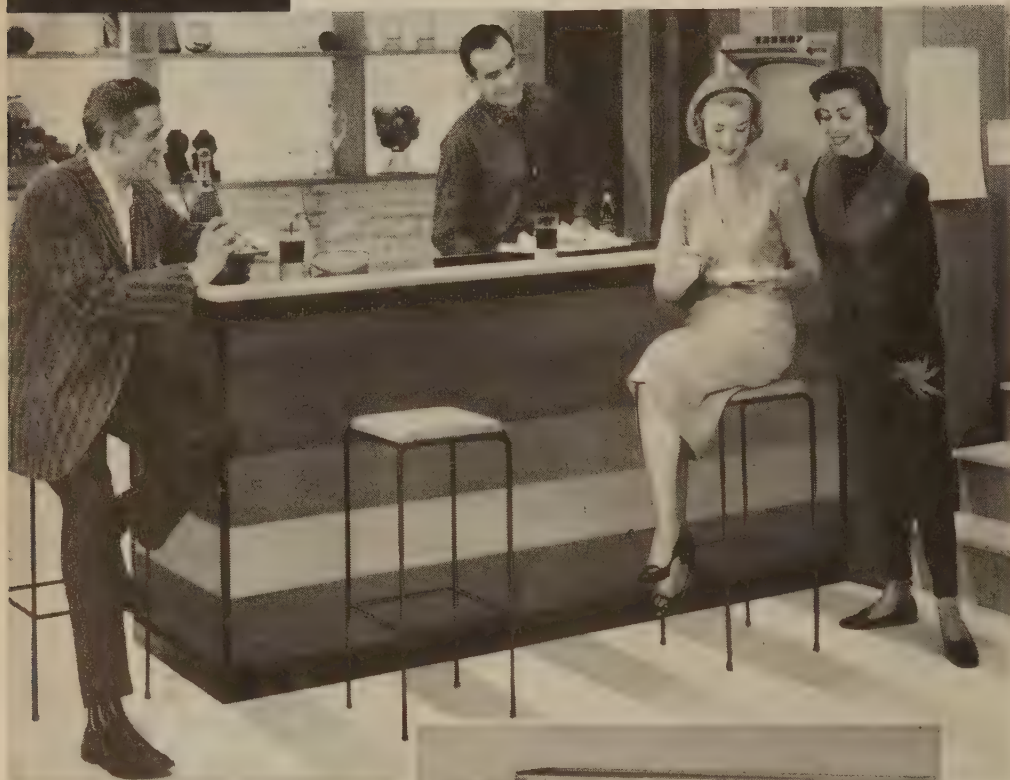


For winter heating, air passes over heat exchanger only. Alternate air paths for heating and cooling lower air resistance, noise, save fan power.

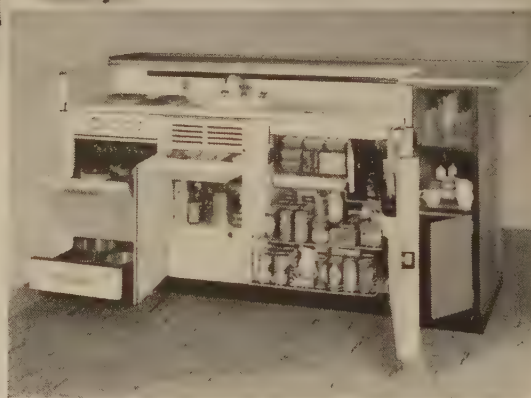


Dwyer snack bar

ADDS SALES APPEAL AT LOW COST



*makes the
recreation room
a complete
hospitality
center*



HERE'S a touch of luxury that sets your homes apart. A Dwyer Snack Bar places accent on the recreation room for family fun and informal entertaining . . . in keeping with contemporary living; contemporary buying.

See above how refrigerator, rangetop, oven, broiler, sink and storage are combined in one "lifetime" porcelain-finished steel unit; how bar front and top fit around it. No design, space, or installation problem here! Four sizes from which to choose (57" to 89" wide) with or without cooking facilities. Selection of bar front finishes includes walnut, oak or mahogany; also unfinished fir for custom covering on the job.



FURNITURE-STYLED DWYER "400" opens into a Snack Bar with refrigerator, range-top, sink and storage.

FREE SNACK BAR IDEA FOLDER

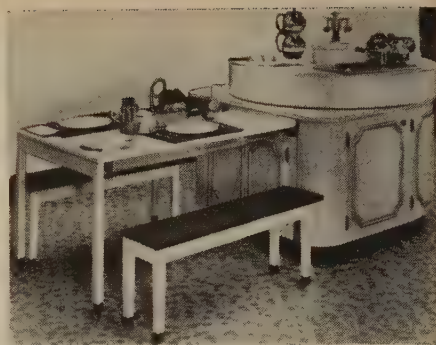
DWYER PRODUCTS CORPORATION
Dept. H-1503, Michigan City, Indiana

Please send literature and prices on Snack Bars.

name _____
firm _____
address _____
city, state _____

☐ Also send catalog of entire line of Dwyer Compact Kitchens.

New products



Revolving kitchen center

Coppes' island unit has a 360-deg. revolving countertop with built-in electric range and mixer-blender which operate even when top is turning. Base section houses a pull-out table and two fold-under benches that seat four people.

Base also contains shelved cabinets, one of which has vertical dividers for tray storage.

Revolving top lets a housewife turn the work area or appliances to any position close to her other meal preparation jobs. The island can be equipped with a four-way plug-in receptacle with 60 min. automatic timer and individual circuit breakers, and an overhead hood with electric exhaust fan and light.

Coppes, Inc., Nappanee, Ind.

For details, check No. 21 on coupon, p. 250



Cabinets with a "decorator" look

Fashionwood kitchen cabinets have a furniture-like finish on the fronts, ceramic door pulls. They come in stock sizes.

Company also furnishes a complete package of merchandising aids, with decorator designed color coordination plans for complete kitchens.

Curtis Co's., Clinton, Ia.

For details, check No. 22 on coupon, p. 250

Non-skid bathtub

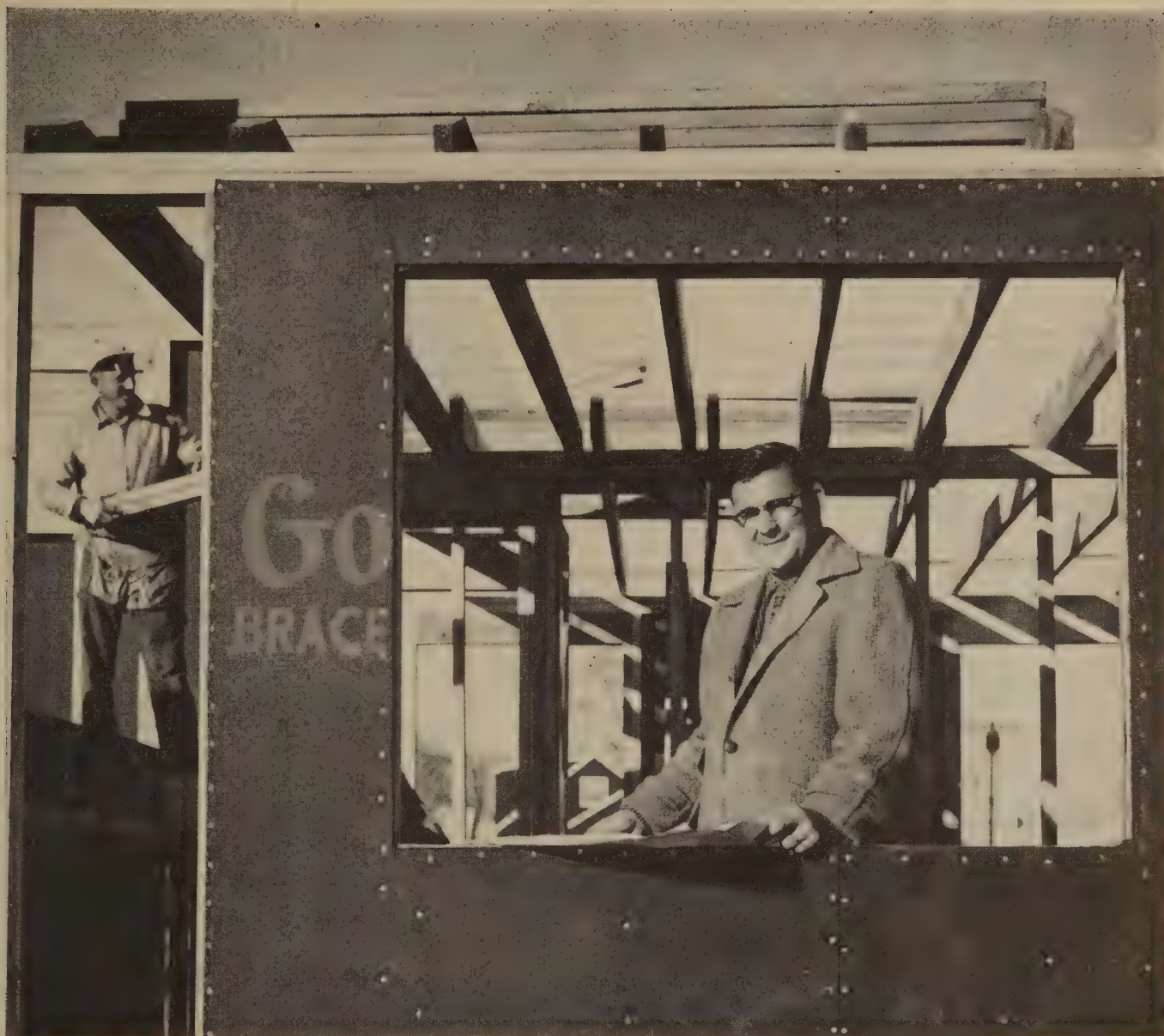
A slip-proof finish for tub bottoms is an important feature of AllianceWare's new line. A 16" x 32" section of the tub floor has a silicone coating which, the maker says, increases its coefficient of friction more than 100%; yet cleans as easily as a glossy porcelain surface, and is not rough to the touch. Slip-proof finish is available on any tub in the company's line, in white or six colors, "at the price of a bathmat."

AllianceWare, Alliance, Ohio.

For details, check No. 23 on coupon, p. 250

continued on p. 226

HOUSE & HOME



Leo E. Oot, Vice President, Oot Bros., Inc., Syracuse, N. Y.

Gold Bond BRACE-WALL Sheathing saves him \$25 a house!

Oot Bros., Inc., builds 200 homes a year in the Syracuse area. They save \$25 on every house they build by using Gold Bond's tested strength half-inch BRACE-WALL Insulation Sheathing. Here's how:

- 1. No corner-bracing.** Gold Bond BRACE-WALL Sheathing meets FHA requirements for racking strength *without* corner-bracing. Leo Oot reports: "We save about \$15 per house on this feature alone."
- 2. Lower application costs.** Mr. Oot says: "Sheathing crews handle the light-weight 4' x 8' panels easily and quickly. Nailing is faster because 'dimple' guide-marks make it easy to find the studs."
- 3. No building paper.** Added to the savings on corner-bracing and labor, this totals "at least \$25 a house," says Mr. Oot.

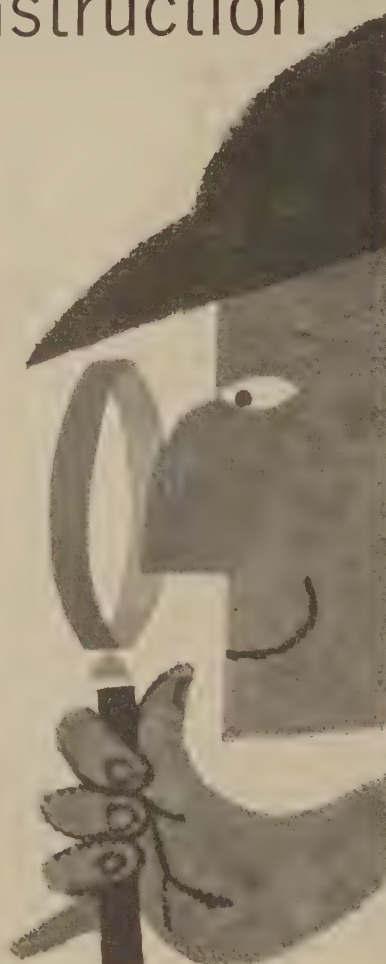
You can save with BRACE-WALL, too. And if you use shingle siding, add attractive shadow line with Gold Bond® Insulation Shingle Backer—and add insulation at the same time. For facts to help you build and sell, write Dept. HH-38, National Gypsum Company, Buffalo 2, New York.



NATIONAL GYPSUM COMPANY

the one SOLUTION

for all these construction
problems...



CRACKS IN CONCRETE SLABS AND PATIO — Thompson's Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.

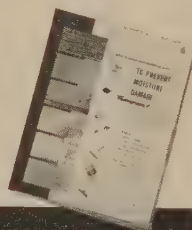
SEEPAGE IN CONCRETE BLOCKS — Thompson's Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.

JOB FOULED UP BY MOISTURE — unlike surface-coaters, clear, colorless Thompson's Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalies, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.

EXTERIOR SIDING WARPS AND CRACKS — Thompson's Water Seal penetrates deep into wood fibers — gives exposed structures protection for 5 years or more against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

NEW BOOKLET WITH COMPLETE SPECIFICATIONS — contains Thompson's Water Seal end-use specifications for porous materials in building and maintenance applications... and for TWS use with paints, floor hardeners and Thompson's Waterproofing Redwood Stain.

See your dealer for free copies or write to:



Thompson's

MANUFACTURERS OF

FINE PROTECTIVE

CHEMICALS SINCE 1929

E. A. THOMPSON CO., INC. • MERCHANDISE MART • SAN FRANCISCO 3, CALIFORNIA
San Francisco • Los Angeles • San Diego • Portland • Seattle • Denver • Dallas • Houston
St. Louis • St. Paul • Philadelphia • Detroit • Chicago • Cleveland • New York • Memphis

New products



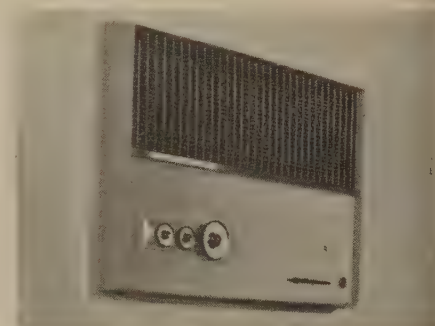
Here is new fashion in fixtures

The new Buckingham tub has a curved rim stepped down 2" at the center for easy entry and to form a seat. Parliament lavatory has sloped fixture panel, concealed front overflows, shelf space at sides and rear; can be installed free-standing or in a countertop. Tub in white is \$150; in color, \$175. Lavatory is \$120 and \$129.

Not shown: a new lavatory-dressing table with a long china countertop made in one piece with the bowl. Top is 18" front-to-back, extends beyond cabinet on three sides. Cabinet has storage room for towels, linens, medicines, cosmetics; comes with either 12" or 15" legs with adjustable leveling tips.

American-Standard, New York City.

For details, check No. 24 on coupon, p. 250

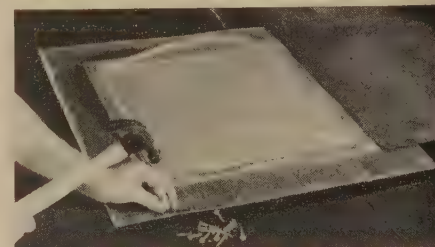


Wall-to-wall air conditioning

Westinghouse's Custom Supreme unit has silently oscillating louvers that sweep back and forth 12 times a minute, direct cool air to all parts of the room. On reverse cycle, unit is thermostatically controlled heat pump that warms room even if it is below freezing outside.

Westinghouse, Pittsburgh.

For details, check No. 25 on coupon, p. 250



Domed skylight is self-flashing

Wasco's new light is simple to install, offers no curb problems. This new unit is made up of a self-cleaning, shatter and weather resistant acrylic dome, chemically welded to a reinforced plastic base. Unit's 4" flange is nailed directly to roof, and roofing is built up over it to make a permanent weathertight seal. Prices from \$21 for a 17½"x17½" roof opening to \$146 for a 40"x77" opening.

Wasco Products, Cambridge, Mass.

For details, check No. 26 on coupon, p. 250

continued on p. 230

HOUSE & HOME

"Now I can offer year-round comfort at a price that sells"

"A few months ago, I was trying to determine how to include air conditioning in my homes and still sell competitively.

"Gold Bond Super Thick 6" Insulation was the answer. I was able to reduce my cooling equipment costs approximately \$430 per house*... with the help of Gold Bond Super Thick in the ceilings.

"The original 3 ton requirement was reduced to 2 tons and proved more than adequate. It costs me \$220 more for additional Insulation (6" ceilings—3" sidewalls) ... results in a *net* saving of \$210 on each house... a real bonus."

If you are providing air conditioning in your homes, learn how Gold Bond® Super Thick Insulation can save *you* money. And remember, electric heating calls for 6 inches of insulation as the *minimum* requirement for ceilings.

For more information, write Dept. HH-38, National Gypsum Company, Buffalo 2, New York.

*Based on published statistics. Exact costs vary with locality.

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS



the specified masonry reinforcement preferred **EVERYWHERE!**



Slim
steel rods
embed in
mortar
joints.

All segments of the building industry depend on Dur-O-wal masonry wall reinforcement. This fabricated, high tensile steel reinforcing member scores on performance . . . safeguards masonry beauty. Available throughout the continent Dur-O-wal is ready for delivery to your building sites to provide hidden quality for superior construction.



**TRUSSED DESIGN
BUTT WELD
DEFORMED RODS**

DUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N. Y.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**



WHEN THEY OPEN THIS SHOWER DOOR* . . . YOU CLOSE THE SALE

Distinctive yet functional—GULFSPRAY shower doors and tub enclosures are certain to evoke appreciative comment. Home buyers recognize that they eliminate laundering and replacement costs necessary with shower curtains. And they end almost entirely the annoyance of damp and untidy floors.

* "TexLide "standard" tub enclosure . . . combines good styling and clean design with all of the visual splendors of the harmonious blending of shining aluminum with either clear or obscure 7/32" glass. Take advantage of such fine features as precision engineering, complete shop fabrication, glazing with extruded vinyl plastic which cushions glass against shock and vibrations, smooth gliding overhead track with silent rollers, special safeguards against leakage and elegant but sturdy aluminum extrusions.

Installation? A breeze! One man can install this unit quickly

and easily. Has built-in jamb adjustment for uneven walls to speed erection. TexLide doors are interchangeable right or left, finished in Brite aluminum to match chrome bathroom fixtures and come complete with towel bar. Standard sizes to fit 4, 4½, 5, 5½' recessed tubs.

Saves on construction cost by converting tubs into enclosed showers.

In spite of the many "extras" you'll find these units moderately priced.

There's a catalog describing the complete line of Gulf Spray tub enclosures, shower doors, sliding glass walls, and mirrors waiting for you if you write.

B GLASS SINCE 1872
Binswanger
AND COMPANY

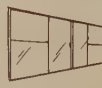
207 NORTH MAIN ST. • P. O. BOX 3051 • HOUSTON 1, TEXAS
The name BINSWANGER is your assurance of 85 years of quality.



SHOWER
DOORS



TUB
ENCLOSURES



SLIDING
DOORS



FRAMED
MIRRORS

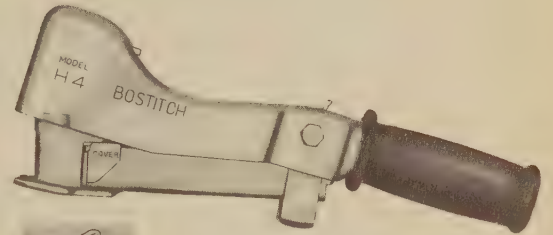


Speed completion—slash your costs with time-saving Bostitch staplers



BOSTITCH H4 HEAVY-DUTY STAPLING HAMMER LAYS ASPHALT SHINGLES UP TO 4 TIMES FASTER

In the picture, the man with the Bostitch H4 Hammer laid twice as many shingles as the man with hammer and nails. Many users report: "4 times as fast as hammer and nails." One hand, one blow drives a $\frac{3}{4}$ " staple deep into the wood—even at arm's length. You cut staging time and costs, too.

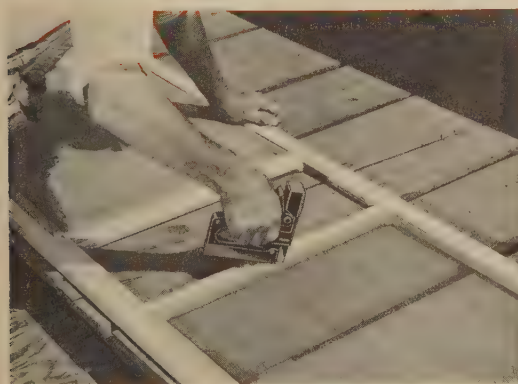
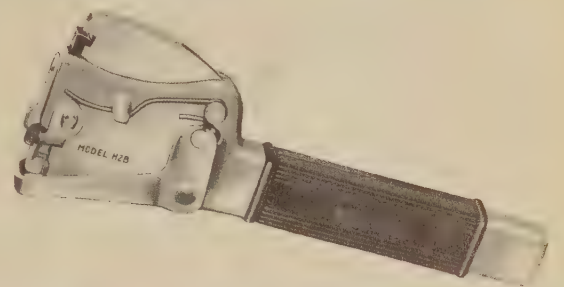


STAPLES are .070"x.050" galvanized steel wire with $\frac{3}{4}$ " legs. Legs diverge inside the work for extra holding power.



BOSTITCH H2B MEDIUM-DUTY STAPLING HAMMER. FASTEST METHOD FOR LIGHT NAILING JOBS

Swings like a hammer with no time out for positioning nails. Drives $11/32$ " crown staples with $1/4$ " and $3/8$ " legs in H2B, $1/2$ " legs in H2B1/2. Easy to refill even with gloves on.



BOSTITCH T5-8 TACKER PUTS THE SQUEEZE ON RISING COSTS

Easy to use even in cramped spaces. Drives three staple sizes: $1/4$ ", $3/8$ ", and $9/16$ ". Places a staple wherever you want with a squeeze of the handle. Fastens as fast as you can squeeze it. No hammer dents. Like all Bostitch builder tools, can be used and easily reloaded even with gloves on.



FREE money-saving facts on Bostitch Building Staplers.
Mark and mail postpaid reply card.



Bostitch, 523 Briggs Drive, East Greenwich, R. I.

Please send data and prices on:

- ☐ Bostitch H4 Stapling Hammer
- ☐ Bostitch H2B Stapling Hammer
- ☐ Bostitch T5-8 Tacker
- ☐ Bostitch Good Roofing Practice Manual No. 100
(outlines conditions for local F.H.A. acceptance)

Recommendations for fastening _____ to _____

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

They may look alike, but...



**There's
only
one**

ORANGEBURG® **Brand!**

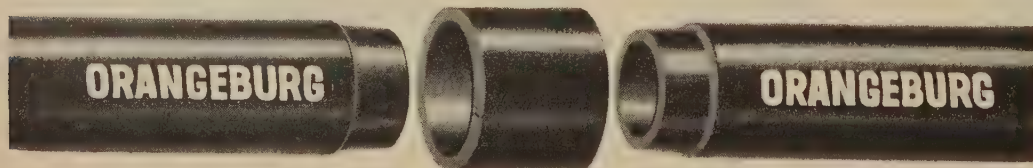
Like black cats, all bituminous pipe may look alike . . . but there's only *one* genuine *Orangeburg*.

It's the quality not the color that has made Orangeburg *THE* brand name in bituminous pipe.

Be sure you deliver Orangeburg *quality* on every job you install. It's your assurance of satisfied customers.

Experience shows that famous brands are the best, year after year, because they give you highest quality. Whenever you buy Orangeburg make sure you get the *genuine*. Look for the name "Orangeburg" on pipe and fittings.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y., Newark, Calif.



ADVERTISED IN
LIFE



Exclusive Orangeburg Fittings, featuring Taperweld Joints, simplify installation.

New products



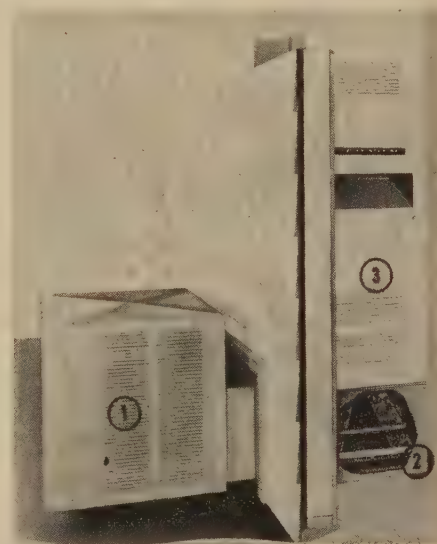
Year-round air conditioning unit

Carrier's new offering combines a 3 hp. horizontal cooling unit with any of several new gas furnaces. In basement applications, the cooling unit is connected to the plenum above the furnace through a window or other opening in the foundation. Either heated or cooled air is circulated from the plenum through the ducts by the heating unit blower. In slab construction (as in photo), a downflow heating unit—with the plenum under the furnace—is used, so the connection of the cooling unit to the plenum is still short.

The cooling unit is air cooled, needs no water or refrigerant piping. The new heating units—available in ratings from 75,000 to 185,000 Btu—are designed for use with natural, mixed, or LP gases.

Carrier, Syracuse 1.

For details, check No. 27 on coupon, p. 250



Frigidaire's new unit ready to go

The NAHB Research House cooling unit (H&H, July) will be available this spring. The unit (1) installs through the wall directly into the furnace plenum (2) is adaptable to warm air furnaces (3) in houses with or without basements. Since the cooling unit is a complete package and weighs under 350 pounds, it can be installed by two men. Two- and three-ton cooling units are scheduled for April production, but preinstallation components are available now.

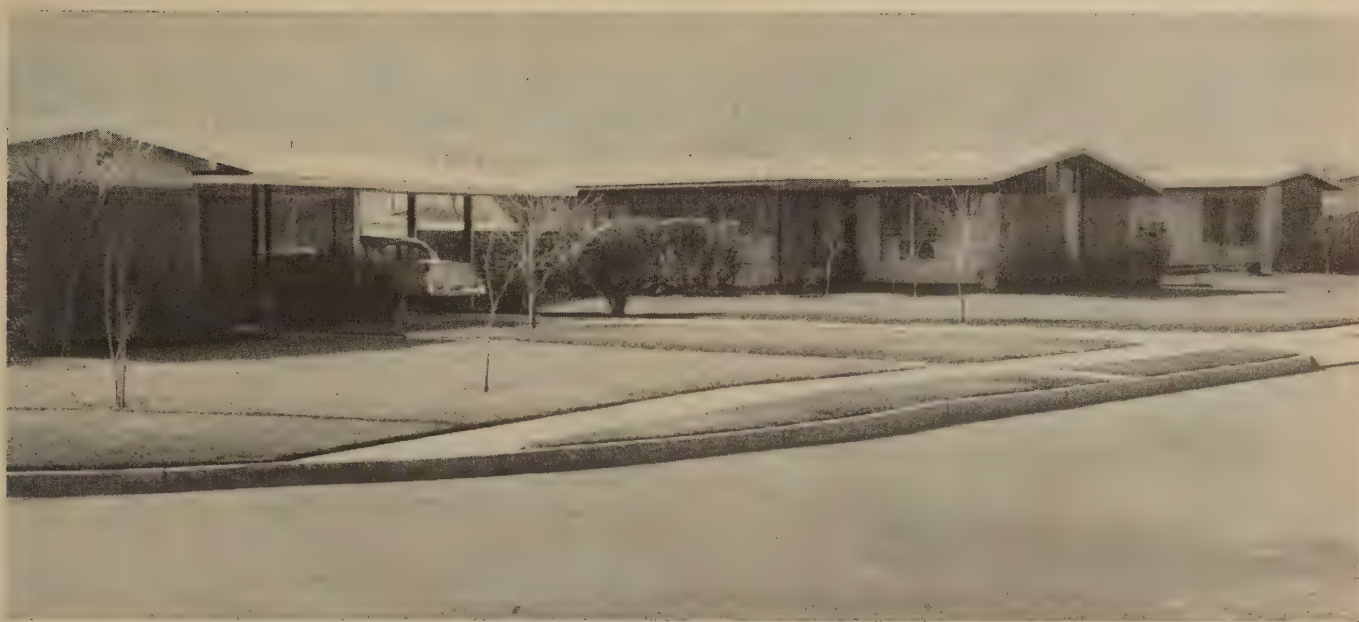
Frigidaire, Dayton.

For details, check No. 28 on coupon, p. 250

continued on p. 234

HOUSE & HOME

Texas builder promotes homes with General Electric Thinline Air Conditioners



Every one of these Quincy Lee Homes is framed so General Electric *Thinline* air conditioners can be installed easily right through the wall. Already *Thinline*s have helped to sell over forty homes.

"I offer General Electric *Thinline*s as an option in my houses," says Quincy Lee, San Antonio, Texas builder.

"Each house is framed for the *Thinline* installation kit when it is built. If a buyer wants air conditioning, my carpenters just cut through the wall to the frame, install a kit, bolt in the *Thinline*, and plug it in. Takes less than an hour.

"Why *Thinline*s? They're the only air conditioners I've seen that are so easy to install. And they sure help sell houses! All my prospects know the General Electric name."

Powerful—Mr. Lee used only two 10,500 BTU capacity* General Electric *Thinline*s to completely air condition each of these houses. Economical—*Thinline*s don't require plumbing or ductwork.

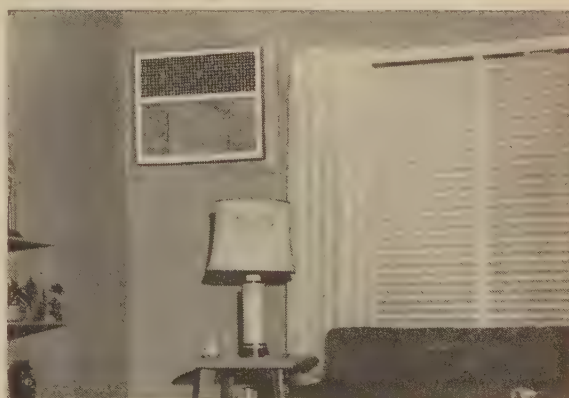
Your customers save money, too. With independent *Thinline* units they don't have to cool areas that aren't being used. Why not consider using *Thinline*s to promote your homes. Your General Electric distributor has full details. General Electric Co., Louisville 1, Ky.



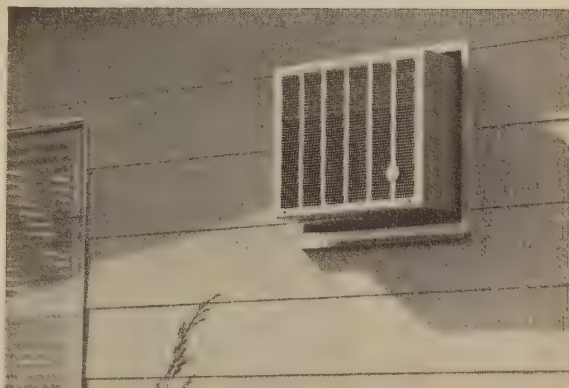
*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Inside the *Thinline* doesn't poke into room—blends neatly with any décor.



Outside the *Thinline* has no ugly overhang because it's a bare 16½ inches thin.

'58 FORD

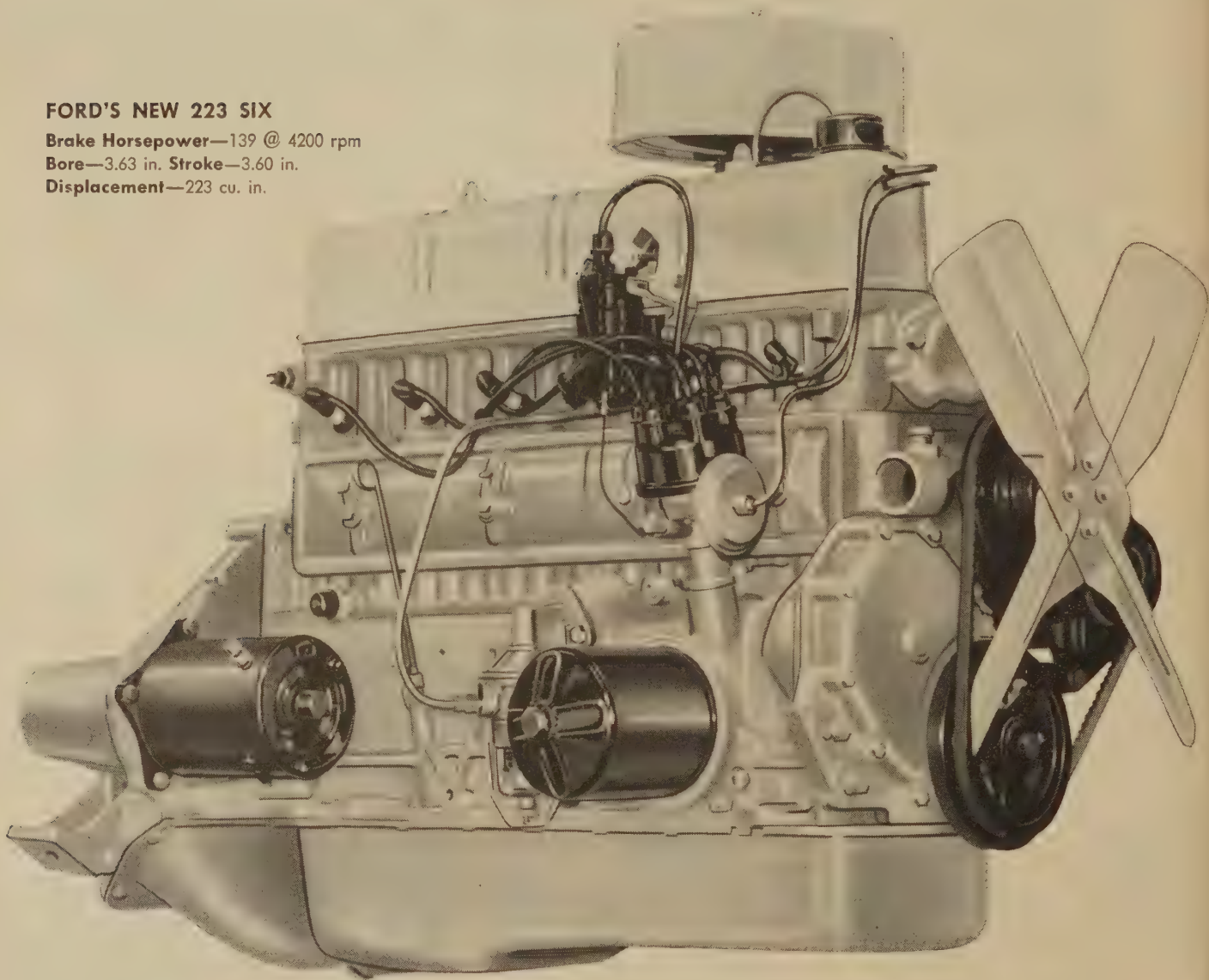
New, more efficient SIX...

FORD'S NEW 223 SIX

Brake Horsepower—139 @ 4200 rpm

Bore—3.63 in. Stroke—3.60 in.

Displacement—223 cu. in.



FORD TRUCKS COST LESS

less to own . . . less to run . . . last longer, too!

TRUCKS

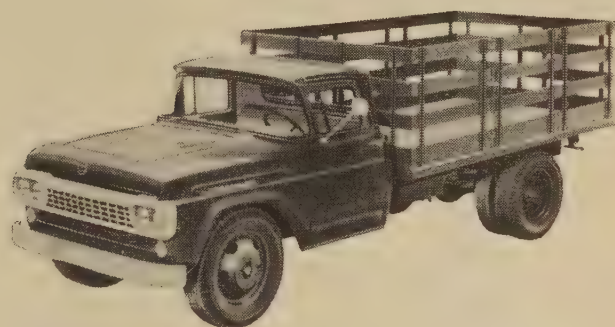
greater economy, longer engine life!

The only modern Short Stroke SIX for Light and Medium Duty service

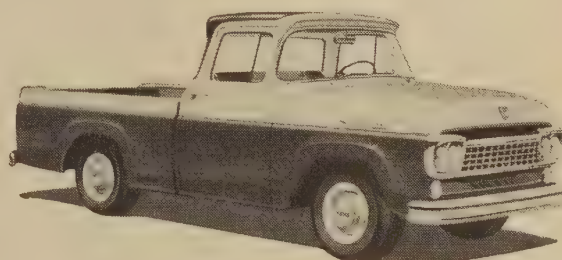
From pickups to two-tonners, the new '58 Ford truck line provides the most efficient SIX with more horsepower per cubic inch than any other in its class. This modern thrift leader features a new carburetor for up to 10% greater fuel economy. And engine features like Deep-Block construction, free-turn valves (both intake and exhaust) and aluminum alloy pistons with integral steel struts are all designed for extra durability.

Teamed with this more efficient SIX, the Ford Driverized Cab offers new riding comfort. The roomy cab has comfortable non-sag seat, suspended pedals, Hi-Dri ventilation and weather-protected inboard steps. Impact-O-Graph tests prove Ford pickups give smoothest ride of any half-tonner!

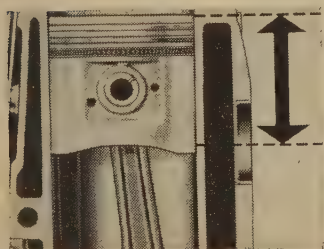
Ford trucks give dependable service. A study of ten million trucks by insurance experts proves Ford trucks last longer. When replacement parts are needed, Ford parts are priced *low* and are available everywhere.



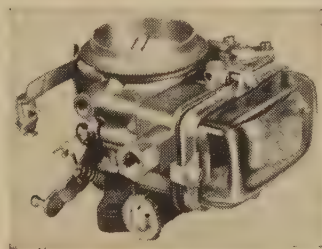
New Ford F-500. Rugged, versatile 1½-tonner with 15,000-lb. GVW. Two wheelbases for 7½- to 13-foot bodies.



New Ford Styleside pickup. Modern Styleside body is as wide as the cab and *standard at no extra cost*. Conventional Flareside box available.



Short Stroke design means less piston travel, less internal friction—gives more usable power. Provides increased durability . . . prolongs engine life.



New carburetor design gives up to 10% *more* fuel economy. New vacuum control valve and accelerator pump system provide smoother operation.



New Ford Parcel Delivery chassis. Four P-Series chassis with GVW's from 8,000 to 17,000 lb., for up to 525-cu. ft. custom bodies.

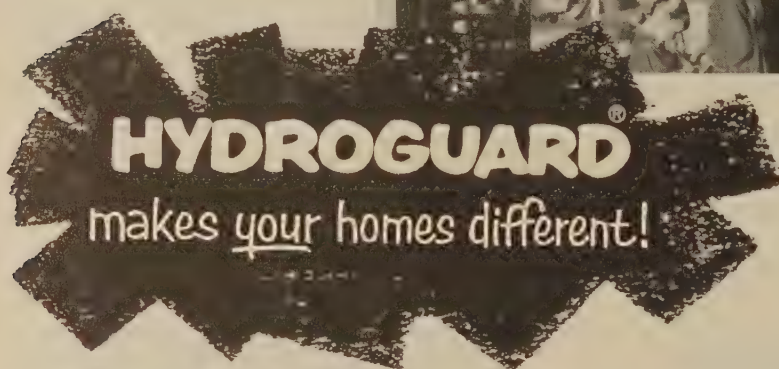
AMERICAN BUSINESS BUYS MORE FORD TRUCKS THAN ANY OTHER MAKE!

thermostatic tub and shower control



offers benefits
for every member
of the
family

Nationally
Advertised
to help
you sell



Yes, Hydroguard *is* different! Here's a *plus* feature that your prospects will notice . . . that can help you sell homes faster. This *thermostatic* tub and shower control provides maximum bathing safety and comfort. How? Thermostatic action holds temperature constant regardless of fluctuations in water supply. Safety limit is built-in so children *can't* scald themselves. It's easy to select any "comfortable" water temperature on Hydroguard's single dial.

Your prospects have seen Hydroguard advertised in leading home magazines. These ads, plus Powers' strong point-of-sale merchandising program will work for you—sell your homes faster. Write for information on our valuable offer for prototype model homes.

THE POWERS REGULATOR COMPANY

Dept. 358 Skokie 20, Illinois

POWERS

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891



New products

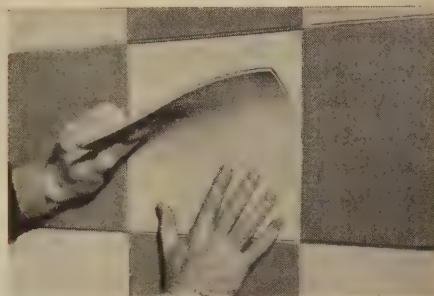


Steep damper boosts draft

So says the maker of this new design, which is 7" high, has a 60 deg. front slope that quickly funnels gases and smoke through fireplace throat and up the flue. High, steep shape of damper provides a complete throat form to simplify mason's work; front flange of damper serves as lintel bar. Popular 36" size costs \$11.25; others, \$9.25 to \$38.

Bennett-Ireland, Norwich, N. Y.

For details, check No. 29 on coupon, p. 250



Wall covering has suede look

Curon wall covering is made of plastic foam; comes in 10" x 10" block shape, sheets, or rolls. Material is put on walls or ceiling with adhesive. It comes in a variety of colors with a striated or plain surface, looks like suede. Curon is claimed to have good acoustical and insulation properties and is self-extinguishing within 15 seconds after removal of flame source. Rolls come up to 72" wide, 60' long, in thicknesses from 1/16" up. 10"x10" square, in block or roll, is about 33¢.

Curtiss-Wright, New York City.

For details, check No. 30 on coupon, p. 250



Self-ventilating roofing material

The new roofing uses JalZinc, a galvanized sheet fabricated from 28 gauge, 18" wide and 8' long and stamped to resemble tile. The product is coated in place with mastic bonded ceramic granules, available in any combination of 35 colors. It is particularly adaptable to low-pitch roofs.

Sheets interlock at top, bottom and side edges to give an air space between the galvanized sheets and roof sheathing. JalZinc is attached with rust-proof nails driven into the upper lip of the sheet.

Jones & Laughlin, Pittsburgh.

For details, check No. 31 on coupon, p. 250

continued on p. 238

HOUSE & HOME

We're Building New Public Appreciation of Schlage Quality

Lovely Locks... The Jewels of Home

Your welcome said
in sculptured metals by the
famous locks of **SCHLAGE**

SO OUR HOME ACCESSORY DESERVES MUCH THOUGHTFUL SELECTION

All who come to see you see your locks. And day to day your family lives with locks which can both safeguard and enhance the Schlage quality of a home. Yet even Schlage locks are a very important item in building or remodeling. Should you make sure the Schlage name is on every lock throughout your home, you will experience an ever increasing pleasure. For these are the beauty locks. And each one is working as precise as a fine watch. Your builder, architect and the dealer know Schlage. The Schlage name is a brand name for a quality product. Your preferences will be those Schlage Lock Company, San Francisco, New York, Vancouver, B.C.

The name that means you about features

SCHLAGE

SCHLAGE

Each full-color, full-page ad like this in *Better Homes & Gardens* and other magazines puts the Schlage quality story before millions

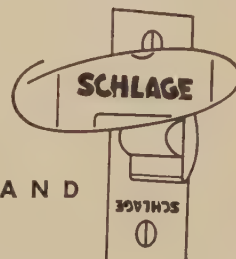
Something is happening in the lock industry.

You in the building field know Schlage workmanship. Now the public is seeing the values of Schlage quality and beauty in full-color, full-page ads like this.

Now, more than ever, the Schlage products you use will be symbols of quality workmanship in the homes you build...so recognized by an increasing

number of prospects...a "sales aid" for you.

Your jobber or Schlage representative can show you how to capitalize on the visible and hidden values in the Schlage Locks you use. Or write P.O. Box 3324, San Francisco, Calif. Schlage Lock Company . . . San Francisco . . . New York . . . Vancouver, B.C.



AMERICA'S MOST DISTINGUISHED LOCK BRAND

ANOTHER HOMASOTE FIRST



FOR
WALLS
AND
CEILINGS

Panel-Tile

PLAIN OR PERFORATED

— on each 4' x 8' panel thirty-two 12" tiles
or eighteen 16" tiles — PLUS

75 wholly new tile sizes from 8" to 48" on a side

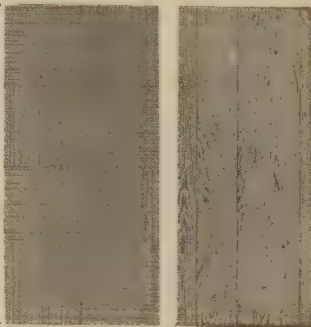
Panel-Tile meets all the former limitations of tile: alignment, cost, and variety. On all four edges, a three-stage groove-lap joint assures both alignment and weather-tight joining. Because Panel-Tile is *weather-proof* Homasote, you can use it outdoors as well as indoors and you always gain extra insulation. Panel-Tile comes unpainted or painted (with a highly fire-resistant white coat).

In addition, the standard 12" and 16" tile sizes are available with funnel-like perforations, for increased sound-deadening value.

On ceilings, use the "Wilson Air-Float" method. This economical suspension system practically eliminates sound transference from floor to floor. Mail the coupon for details on this and other Homasote products.

WOOD-TEXTURED OR STRIATED PANELS

combine beauty with insulation and structural strength. The WOOD-TEXTURED panels are individually molded from actual spruce boards. Both types are made in 16", 32" and 48" widths—in 8' lengths.



HOMASOTE

COMPANY

In U. S., kindly address Trenton 3, New Jersey

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Send the literature and/or specification data checked:

- | | |
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| <input type="checkbox"/> Striated and Wood-Textured | <input type="checkbox"/> Underlaysments |
| <input type="checkbox"/> Wilson Air-Float Ceilings | <input type="checkbox"/> Panel-Tile |
| <input type="checkbox"/> Homasote (72-page) Handbook | <input type="checkbox"/> Grooved Vertical Siding |

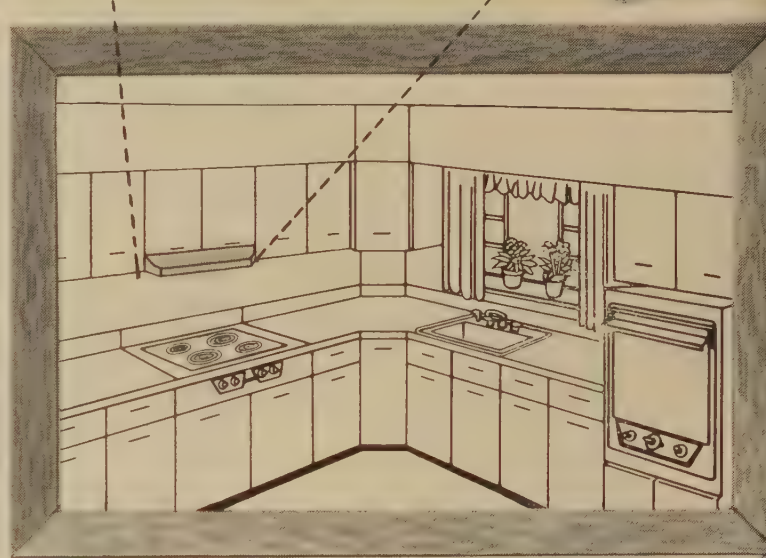
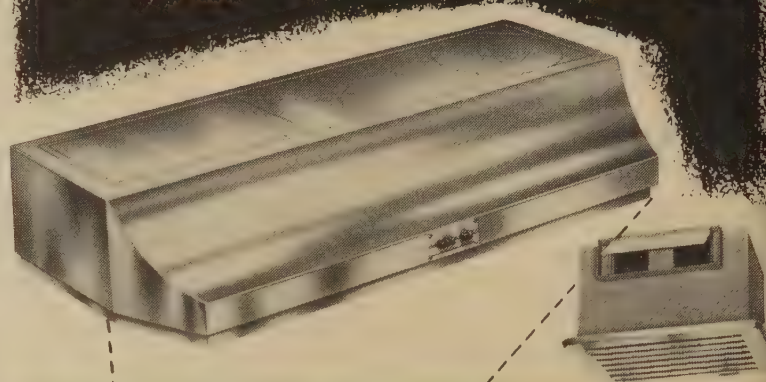
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ADDRESS.....

CITY..... ZONE..... STATE..... C-14



Put *Broan* Range Hoods in your kitchen picture



Premium in Everything — but price

If you'd like solid ammunition to outsell your competition, if you're interested in easy, fast-running installations to hold down cost, if you're concerned about the right price in making a bid — take a look at the great advantages Broan hoods provide:

- a fresh new look in styling... with contour corners that allow adjacent cabinets to open fully
- removable, reversible top plate with rectangular and circular knockouts — a Broan origination — to save time and work in installation
- heliarc welded seams eliminate trim strips that collect grease
- push-button controls — out-in-front and eye-high — factory installed and wired
- concealed counter lighting; no shadows, no glare
- adaptable to 3 exhaust systems — a great performing twin blower, a 10" ceiling fan or an 8" ceiling fan

All of these plus values come your way without any premium in price. So check into Broan as hundreds of alert contractors already have. Write today for the name of the distributor in your area and for a fully illustrated specification bulletin.

Broan MANUFACTURING CO., INC.

924 W. State St.
Hartford, Wis.
Near Milwaukee

Specialists in Quality Ventilating Equipment for Over 25 Years.

How to install

STRIP OAK FLOORS

over concrete slabs



① Spread mastic over waterproofed slab.



② Lay 2x4 screeds in staggered pattern.

Why take chances on flooring materials prospective home buyers may not like? Now you can have the sure sales appeal of Oak Floors in your slab-on-ground houses . . . and save time and construction costs.

The proven-effective "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Floors over concrete is used by builders throughout the country. It's as simple as the 1-2-3 steps shown here, and is fully approved by lending agencies.

Oak Floors give slab homes more warmth and comfort, plus exceptional beauty and durability. The "screeds-in-mastic" installation method makes them economically practical for even lowest-cost homes. Start using this system now. Mail the coupon below for your free copy of simple step-by-step instructions.



③ Nail Oak Flooring strips to screeds.



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tennessee

Mail coupon for FREE Installation Manual

National Oak Flooring Manufacturers' Association
819 Sterick Building, Memphis 3, Tennessee

Please send a free copy of "How to Install Hardwood Strip Floors over Concrete Slabs."

Name _____

Address _____

REVCO

Bilt-In Refrigeration



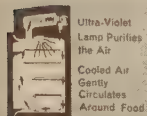
Architects: Miller, Royer and Kite, Beverly Hills, Calif.

Symbol of elegance in fast-selling, fine homes

The flexibility and classic beauty of Revco Bilt-Ins open new horizons in design. Distinctive finishes include stainless steel, copper-glo, 28 custom colors and matching wood panel doors. Standard 3-foot modular refrigerators and freezers may be built in almost anywhere . . . singly or in combination, over and under or side by side. In any arrangement, Revco units are the easiest built-ins to install! Leading kitchen manufacturers prefabricate cabinets for Revco Bilt-Ins, or cabinets may be custom built to specifications furnished. These are the reasons why Revco is the unquestioned leader in the built-in refrigeration field.

NOW! Years ahead

Gourmet

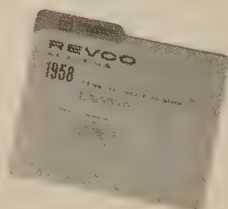


The new Revco Gourmet refrigerator achieves *exclusive* cooling efficiency. Chilled, purified air gently circulates throughout the entire food compartment. Constant temperature is maintained *automatically* and is precisely controlled at settings from 32 to 45 degrees, to preserve foods at their peak of flavor and freshness.

REVCO

Setting trends in refrigeration since 1938.

Send for your free copy of "ARCHITECT'S INFORMATION FILE" today!



REVCO, Inc., Deerfield, Mich., Dept. HH-38

Please send me the complete Architect's Information File on Revco Bilt-In Refrigerators and Freezers.

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Firm _____

Street _____

City _____ Zone _____ State _____

Publications



Materials

Masonry walls, walks and planters

"Gardencrete" booklet describes the uses of concrete in developing outdoor living areas. You'll find illustrations of nine colored concrete bricks and many ways to use them in building patios, terraces, planting boxes and walks. Patterns are included.

Colorcrete Industries, Holland, Mich.
For copy, check No. 32 on coupon, p. 250

Designs for timber structures

"Typical Lumber Designs," 1958 edition, has over 300 designs of timber structures. New designs using the TECO connector system of engineered timber construction include a diamond trussed rafter, steep slope trussed rafter series, 16" spaced trussed rafter series, pole frame structure, and portable loading ramp. Recommended design details with timber connectors, lumber specifications and material lists are included.

Timber Engineering Co., Washington 6, D.C.
For copy, check No. 33 on coupon, p. 250

Laminated wood products catalog

Rilco has packed this 24-page book with technical data, connection details and specifications on glued laminated wood structural members. Handsome illustrations show how laminated wood arches, beams and trusses may be used in a variety of construction.

Rilco Laminated Products, St. Paul.
For copy, check No. 34 on coupon, p. 250

Products for construction

This new 8-page booklet lists more than 50 products for all phases of the construction industry.

The book is divided into three sections—architectural, electrical and mechanical products—and offers descriptive data on adhesives, pressure-sensitive tapes, reflective materials for signs and markings, non-slip surfacing, sealers, insulative and protective coatings, electrical connectors and splice systems.

Minnesota Mining & Mfg. Co., St. Paul
For copy, check No. 35 on coupon, p. 250

New uses for glass block

This new 32-page catalog suggests a variety of applications ranging from curtain wall installations to toplights and ribbon windows, shows how decorative glass block in six texture types gives varying qualities of light transmission and privacy. Also shown: color blocks, introduced last year, that can be used in a variety of designs.

There are seven pages of detail drawings of elevations and sections of typical glass block panels. Physical performance data is outlined. And there's a guide to the selection of the proper type of block.

Pittsburgh Corning Corp., Pittsburgh 22
For copy, check No. 36 on coupon, p. 250

continued on p. 242

NEW

Sunlight

ALUMINUM SLIDING GLASS DOORS

Biggest **QUALITY** **VALUE** of all



COMpletely **ANODIZED**

ADD UP ALL THESE QUALITY FEATURES:

- Both doors slide, to right or left.
- Ball bearing nylon rollers, and these rollers are: **ADJUSTABLE** ball bearing rollers on both panels.
- **ANODIZED!** Yes, every piece of the 6063 ST-6 aluminum is anodized!
- The only "quality-priced" sliding glass door that has **SNAP-ON GLAZING BEAD**.
- Full width jambs.
- Weather-proofed with **SCHLEGEL** weather-strip mohair. A **COMPLETE** seal!
- Color coded for ease in assembly.
- Available in multiples of 3 ft. (6-9-12-15, etc.); 4 ft. (8-12-16-20, etc.); or 5 ft. (10-15-20, etc.).
- Overall opening height: 6' x 9".
- For single glazing only ($\frac{3}{16}$ ", $\frac{1}{2}$ ", $\frac{1}{4}$ ").
- Specially designed handles.
- Fool-proof cadmium plated adjustable latch. Cylinder locks available at extra cost.
- Bottom roller anodized aluminum framed screens optional at extra cost.

DISTRIBUTORSHIPS AVAILABLE

Sunlight

3040 W. Lawrence Avenue, Chicago 25, Ill.
Please send all "Sunlight" details and prices.

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Company _____

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I am a ☐ Dealer ☐ Bldr. ☐ Dist. ☐ Other

having trouble with windows....

COVERED WITH MILL GREASE

...OR DEFACED BY HOT MORTAR?

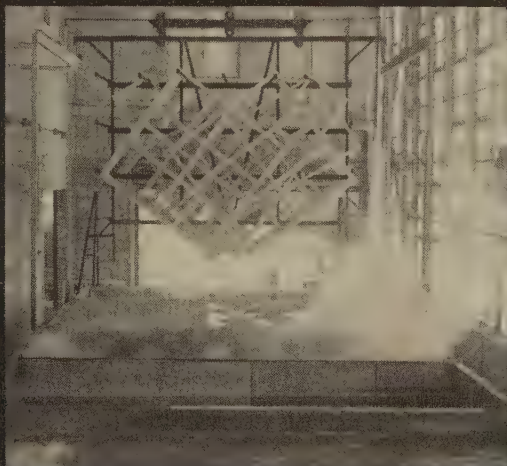
You can save time and trouble with



WARE ALUMINUM WINDOWS

We absolutely **GUARANTEE** that every window is chemically cleaned and lacquered at the factory!

Why run up extra costs doing extra work on the site to remove mill grease from your windows? Ware windows come to you with a durable, satiny finish protected by DuPont Methacrylate that adds eye appeal as well as saving you time. This finish also protects windows from the damaging "bite" of hot mortar, which otherwise can deface a window by etching into it. Excess mortar can be easily "flicked off" — saving cleaning time, too.



Every window at the giant Ware plant is processed through five dip tanks. After being chemically cleaned and etched, the lustrous finish is preserved by DuPont METHACRYLATE —exceeding Federal specifications.

This is just one example of the *extra value* you get from competitively-priced

WARE WINDOWS.

It'll pay you to get the facts on the entire Ware line, today.
Write Dept. HH-3

WARE LABORATORIES, INC.

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Aluminum **WARE** Windows



Jalousie



Econ-O-Wall



Econ-O-Ware
Awning



Ware-Rite and
Ware-Awning



Projected



Casements



Member

Just compare these features...

and you will understand why **CARLTON** is the choice of everyone who sees it!



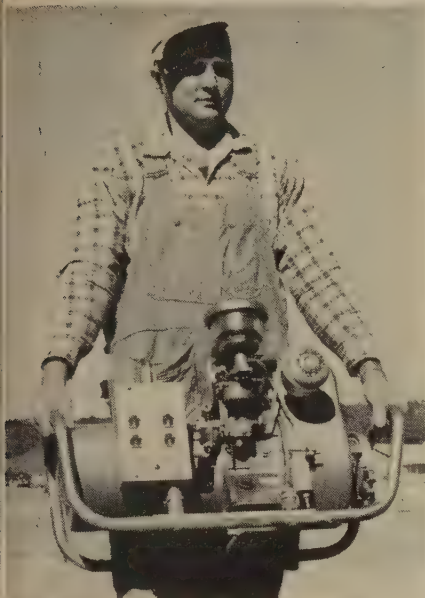
Send for our new illustrated Catalog No. 269, and the name of your nearest Carlton Distributor. Address SINK DIVISION, Carrollton Manufacturing Company, Carrollton, Ohio.

"We give this seal to no one—the product that has it—earns it."



CARLTON STAINLESS STEEL SINKS

Always the Bright Spot in any Kitchen—costs not a penny more



Here's how Onan Portable Power pays you added profits!

**Gives you cost-cutting power
on the job . . . from the start**

Carry, truck or wheel in an Onan and you're all set with plug-in power for the whole crew. No wasting time with hand tools . . . no waiting for utility lines. If you're not using electric power *full time* chances are you're losing more money than the cost of several Onan plants.

4-cycle dependability

Onan plants are rugged . . . built to take abuse from weather and workmen. Special cast-iron block Onan engine and drip-proof all-climate Onan generator are direct-connected in a rigid, compact, smooth-running unit. Out-perform and outlast "assembled type" plants using general purpose engines. *Special contractor models from 500 to 10,000 watts.*

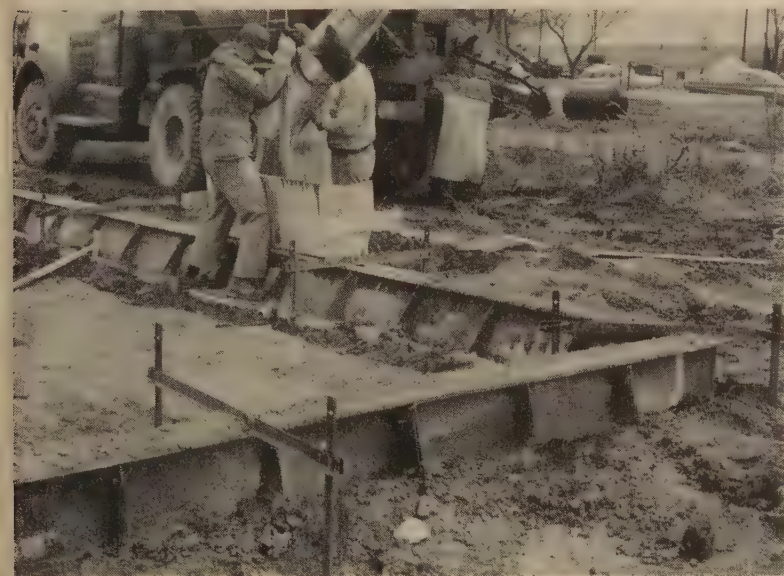
**2500-watt model
serves crew of 3!**

Model 205AJ-1P, most popular Onan unit with residential contractors. Complete as shown with 4 plug-ins, pilot light, carrying frame, recoil starter . . . ready to run. Dolly-mounted model also available.

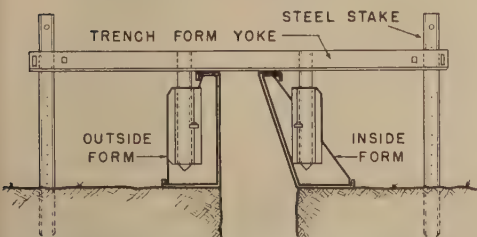
New folder helps you choose the right model for your job. Write today!

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ELECTRIC PLANTS • AIR-COOLED ENGINES • KAB KOOLER • GENERATORS



SYMONS Steel Trench Form For Fast, Efficient "Lo-wall" Forming

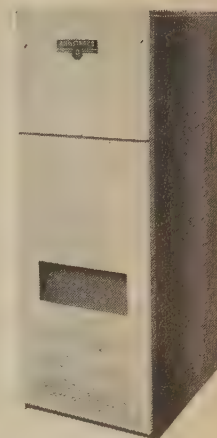


This new form is designed primarily for slab-on-grade foundations on housing projects. Also adaptable for any standard size, multiple re-use, low wall forming operation. It can be used for battered as well as straight walls. Standard dimensions of the form is 12 inches in height by 4, 6 or 8 feet in length. With proper care this form can be used hundreds of times.

Forms are held to grade, spaced and braced by use of a "Trench Form Yoke". A fastening device holds the forms securely to the yoke, which under normal pressure, will not loosen except at times of adjusting or stripping.

Symons Hi-Carbon Alloy Steel Stakes can be used for bracing, footings, curbs and gutters. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Symons Forms and Stakes may be rented with purchase option. Additional information available immediately upon request. Symons Clamp and Mfg. Co., 4277 Diversey Avenue, Dept. C-8, Chicago 39, Illinois.

Armstrong's new Counterflow Furnace... *the furnace for any new home!*



All-new Armstrong Counterflow oil or gas-fired furnaces are trim and compact. They fit any size home and can be installed almost anywhere in the house—utility room, closet, or alcove. These attractive appliance-styled beauties add a bit of glamour to any new home.

And Armstrong's 1958 MR. BUILDER promotion will help you sell your new homes. This hard-hitting program merchandises your homes first . . . with only incidental mention of Armstrong. It's complete and colorful—contains all the merchandising aids you need to bring out droves of interested prospects.



Write today for a FREE brochure describing the fabulous 1958 MR. BUILDER promotion, and the new Counterflow bulletin containing all the benefits, features and specifications of the great, all-new Armstrong oil or gas fired furnaces. Address Dept. H.

See Armstrong Furnaces in the exciting "Show House" issues of: *Living for Young Homemakers—March and June; Saturday Evening Post—January 25 and May 10.*

ARMSTRONG FURNACE COMPANY

Columbus 8, Ohio

Division of NATIONAL UNION ELECTRIC CORPORATION



now an aluminum window

DESIGNED FOR AIR- CONDITIONED HOMES



PROVEN 66% BETTER THAN RECOGNIZED AIR INFILTRATION STANDARDS

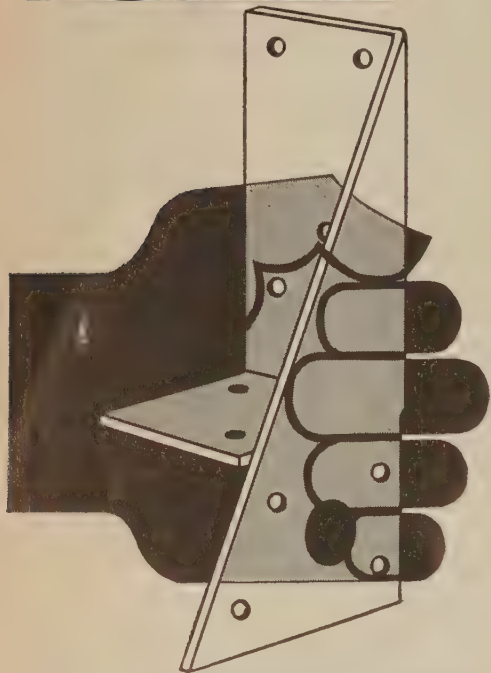
To gain real savings in air conditioning and heating operations you want to use a truly weather-tight window. All Watson windows feature thick wool pile weather-stripping, vinyl glazing and rugged aluminum design which make them 66% better than recognized standards as proven by actual air infiltration

tests by a Texas College. Precision engineered of troublefree aluminum . . . adapted to brick, frame or masonry construction . . . come glazed and ready to install—Watson windows, in a variety of styles and sizes, are guaranteed 5 years. See SWEETS or write today for complete catalog!

Watson
RUGGED ALUMINUM

WINDOWS
W. M. PRODUCTS CO.
5425 Blossom, Houston 7, Texas
Dept. HH-1

FOR 'SHEAR' HOLDING POWER



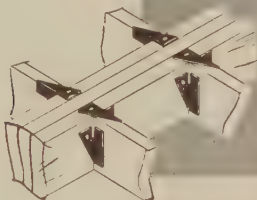
USE ECONOMICAL TECO

Trip-L-Grip FRAMING
ANCHORS

FOR RAFTER
TO PLATE
JOINTS



AS JOIST
HANGERS



Eliminate — notching, ledger strips, strap
hangers, shimming

*See for
Yourself*



MAIL COUPON FOR YOUR
FREE
TRIP - L - GRIP
SAMPLES

TIMBER ENGINEERING COMPANY

1319 18th St., N.W. Washington 6, D. C.

Please send FREE Trip-L-Grip samples. HH-582

Name.....

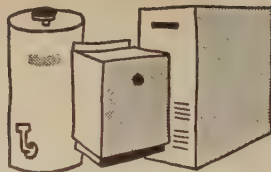
Firm.....

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City.....State.....

Publications

Equipment



Package boiler economy

Six pages of specification sheets tell you about the hot-water boiler and its economy of space and fuel consumption. The Cyclotherm package, says the maker, is the first complete line of package generators designed specifically for forced circulation hot-water systems; and the generators, "singly or in battery, can serve the varying requirements of large or small hot-water heating systems."

The specifications sheets emphasize that a feature of hot-water boilers is the ability to accept recirculated water from return lines with wide temperature differentials.

Three diagrams show dimensions of Cyclotherm hot water generators, clearances for typical layout. And there are graphs of capacities and operating data.

Cyclotherm, Oswego, N.Y.

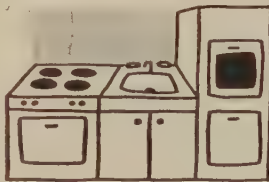
For copy, check No. 37 on coupon, p. 250

Materials handling equipment

This brochure details the newest materials handling equipment available from Towmotor, describes the new type mast, the one-piece frame, new counterweight design and the special armor plate which protects the lift truck operator and vital moving parts. Also featured: the new engine (diesel or LP gas) and transmission.

Towmotor Corp., Cleveland 10

For copy, check No. 38 on coupon, p. 250



Kitchens

Need kitchen plan ideas?

This 12-page booklet has got lots of them. It includes floor plans, elevations, and "what-it-will-look-like" sketches of seven kitchens; one designed especially for a very small house, another for a larger house, another where the kitchen is to be part of the family room, another to include the laundry equipment. Suggests way to vary the style and appearance of the same basic kitchen in development building, and is full of ideas that are adaptable to any kitchen area. Hotpoint appliances around which kitchens were designed are featured on the last page.

Hotpoint, Chicago 44

For copy, check No. 39 on coupon, p. 250

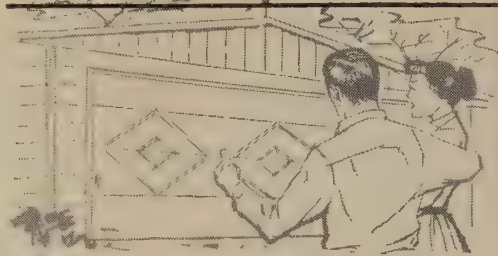
Film on kitchen planning

"Practical Dreamer," a 13½ min. sound and colorfilm is the second step in U.S. Steel's program to show everybody the way to a better kitchen. The first step was the company's "Kitchen Planning Book," written last year by Virginia Hart Wheeler.)

The 16 mm. film, which will be available to builder groups after April 1, delves into the dream of a typical young housewife. In her dream, the housewife's

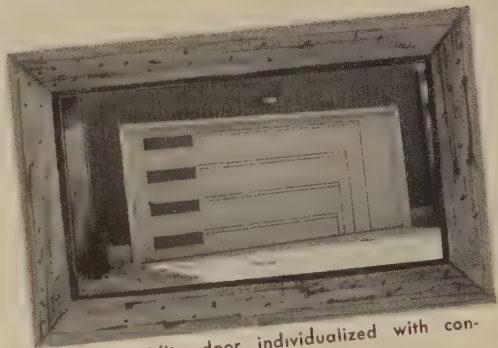
continued on p. 246

Custom Designs at Production Line Costs!

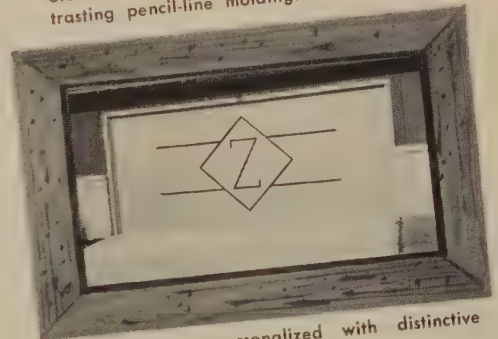


RAYNOR FLUSH-
STYLE

Overhead Doors



Standard 4-lite door individualized with contrasting pencil-line molding.



Flush-style door personalized with distinctive initial of home owner.

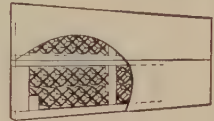
The overhead garage doors with the custom-made look... Raynor Flush-Style Doors! By applying rosettes or inexpensive molding to any of the 25 basic designs, these Raynor doors achieve that distinctive *custom-made* look. Install Raynor Flush-Style Doors on your homes... they have the quality and ease of operation that help to sell homes faster!

All RAYNOR

Flush-Style Doors

Have Exclusive

Ray-Cor Construction



Rigid Ray-Cor interlocking design provides greater strength and durability, greater area for glue bond.

SEE OUR CATALOG IN SWEET'S THE MARK OF QUALITY Find Your RAYNOR DISTRIBUTOR in the Yellow Pages

RAYNOR MFG. COMPANY
DIXON, ILLINOIS

Builders Of A Complete Line Of Wood Sectional Overhead Doors



stop the traffic...start the sale

In roof design, what *looks* flat *falls* flat! It takes *texture* and *scale* and *dimension* to make the roof important.

Today's trend to big roof areas, bold roof textures and expansive roof overhangs has made cedar shingles on the roof as valuable as another salesman on the ground.

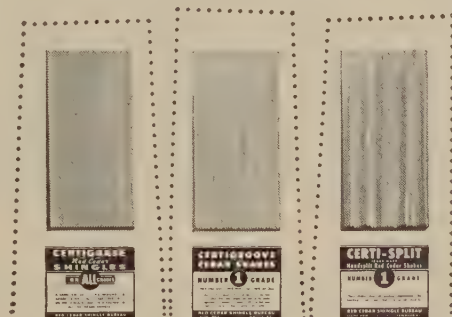
For shingles of western red cedar have that vital *third dimension*... the thick butt-line that catches the sun and creates shadow accents of dramatic depth. Only cedar roofs offer the natural graining and rich texture of the genuine. Because only cedar *is* the genuine.

When you think of roofs this building season, think *big*, think *bold*...and you will think of cedar!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B.C.

Your Best "Outside Salesman" Is Cedar



for EXTRA LIGHT, EXTRA BRIGHT BATHROOMS & SALES

STANDARD STEEL'S NEW TWIN MOR-LITE

BATHROOM CABINET

AT SURPRISING LOW COST

Featuring:
3-WAY 50 WATT LIGHTING
SLIDING PLATE GLASS MIRRORS
ADJUSTABLE GLASS SHELVES

SHOW your home buying prospects this deluxe bathroom cabinet combining beauty, efficiency and glamour. Demonstrate the exclusive, new 3-WAY shadowless lighting. Point with pride at the modern design, the 2, heavy-plate glass sliding mirrors, and stainless steel "picture" frame . . . give yourself this big EXTRA at real low cost.

Here's a Plus for Any Price HOME!

NEW DECORLITE GLASS DOOR TUB ENCLOSURE

What glamour, what a selling feature . . . a beautiful semi-obscure, hi-strength glass tub enclosure in fourteen sand carved designs. 100% rustproof, polished chrome-like finish. For standard, built-in or recessed tubs. 4½, 5 and 5½ tub sizes.

CALL, WIRE, WRITE, FOR CATALOGS, PRICES NOW . . .

See our Complete Line of Bathroom Accessories, Shower Stalls, Cabinets, Doors, plus many builder products.

STANDARD STEEL CABINET CO.

3701 MILWAUKEE AVE. • CHICAGO 41, ILLINOIS

BENDIX MOULDINGS

with their especial appeal to women, help make the sale. Decorative mouldings for cornices, chair rails, closet edges, door frames.

ANY KIND OF CUSTOM CARVING



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BENDIX mouldings INC.
192 LEXINGTON AVE., NEW YORK 16, N. Y.

Please send new fully illustrated catalog BA 622.

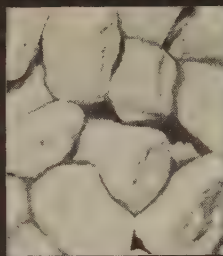
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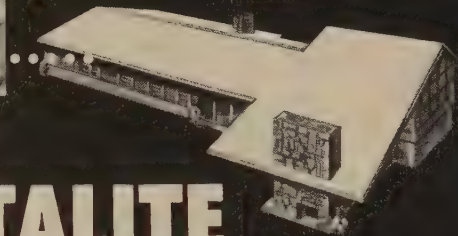
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REDUCE AIR CONDITIONING EXPENSE WITH



Actual Size of Aggregate

Bondable, Low Cost, Whitest White



CRYSTALITE

Highly Reflective Marble

WHITE ROOFING AGGREGATE

Sparkling white Crystalite makes a beautiful built-up roof . . . and it's approved for bonding by leading roofing material manufacturers. Crystalite is a hard, nonporous limestone marble. It will not crumble, deteriorate or change color. Because of its heat reflective properties, air conditioning expense is greatly reduced. Crystalite looks expensive yet costs very little more than the cheapest aggregates, and saves on handling expense. It is clean, dry and ready to use.

Write for Complete Information, Samples and Prices

BLACK WHITE LIMESTONE CO.

Front and Eighth Street, Quincy, Illinois

As an Example of Brikcrete Economy



All the Brikcrete for the exterior walls (8" thick) of the "Brikadier" costs only

\$388³¹

National average. May vary by locality

FACTUAL INFORMATION

All units 12" long.

Two thicknesses: 8" and 4".

Two heights: 3½" and 2¾".

(All dimensions include ¾" allowance for mortar.)

Two faces: plain and wire-cut

Range of 14 colors.

Inherent structural values—planned beauty—low cost—ready availability. Considered in these terms, Brikcrete qualifies as the preferred masonry where pride and price are running mates. Brikcrete is for homes or housing projects. For apartments, motels, schools and other public buildings. For practically all types of commercial and industrial construction. Because of decentralized manufacturing, Brikcrete—material for material—costs less than lumber. We will cooperate with architects or contractors in the short haul procurement for any size building or project. Write for Brikcrete Book No. 1 and name of nearest plant.

BRICKRETE ASSOCIATES, INC., 416 W. 25th St., Holland, Michigan

MANUFACTURING TERRITORIES OPEN

More local plants are needed to supply increasing demand. Brikcrete is truly an outstanding and manufacturing opportunity, either by itself or as supplementary to building operations. Plants operate in franchise-protected territories. Liberal sponsor cooperation. High income potentials. Requires no skilled labor. Equipment available on lease arrangements to responsible operators. Write for Brikcrete Book No. 2.

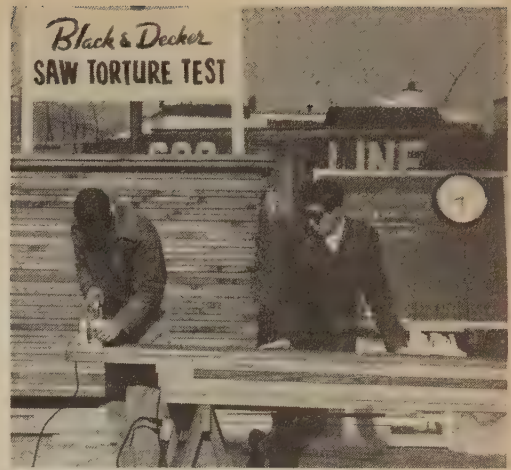




10:05 A.M. The test begins. Making a variety of cuts the Black & Decker Saw will get rugged, continuous on-and-off use in 2" lumber.



4:00 A.M. It's 18 hours since the test began. Technicians will spell each other. The saw has used 10 blades and has cut over 4000 feet of lumber so far.



8:30 A.M. Over 22 hours of work and a third shift of technicians. The B&D Saw is as fresh as a daisy although it has used 13 blades to this point.

7-DAY TORTURE TEST PROVES B&D SAW TOO TOUGH TO BEAT!



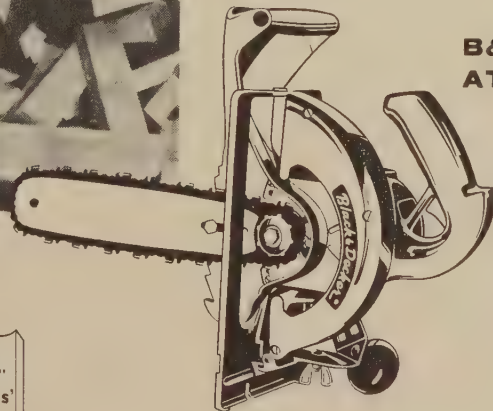
How would you get an unbiased check on your saw's performance? Black & Decker called in United States Testing Company, Inc., a leading independent laboratory, and told them to give their saw a torture test!*

Hour after hour, day and night—for one full week—a Black & Decker Saw was tested continuously. The saw made angle cuts, rip cuts, cross cuts and other cuts typical of normal operation. Every part was subjected to more wear and tear than most saws ever get in a lifetime of use.

And the saw stood up! After seven days and nights, the motor, switch, gears and every other part of the saw itself were found to be in perfect condition. And this was after the equivalent of cutting $7\frac{1}{2}$ miles of 2" lumber with no let-up, no chance to cool off! Here is proof of Black & Decker quality . . . why we say B&D Saws are tough enough for any job—and the *builder's best buy!*

*United States Testing Company, Inc., Report No. 37135, Nov. 27, 1957.

B&D CHAIN SAW ATTACHMENT



Cuts trees, timber, beams, heavy planking, stacked lumber. Cuts in any position, notching, etc. Heavy-weight performance, maximum versatility . . . safe, fast. Fits B&D #73 and #83 Saws.



Look Under
"TOOLS-ELECTRIC"
in 'Yellow Pages'

NEW LOW PRICES IN TIME FOR
SAWTIME '58
NOW, MORE THAN EVER, B&D
IS THE BUILDER'S BEST BUY!

Black & Decker®
Towson 4, Md. World's Largest Maker of Electric Tools

Publications

old kitchen disappears and a voice tells her she can have a dream kitchen. The voice leads her through each step in planning the kitchen of her dreams.

Arrangement of work centers and location of basic appliances—based on her individual needs and requirements—are discussed. The film also shows how to handle “the extras”—like a sewing and management center, family living area and a snack bar.

The ideas and suggestions incorporated in the film are taken from the “Kitchen Planning Book.”

Requests for showings may be sent directly to U.S. Steel Film Distribution Center, 525 William Penn Place, Pittsburgh 30.

Miscellaneous

Case for the convertible garage

Suppose that instead of one garage door, you had two, facing each other on opposite sides of the garage. With both doors raised, you'd have created a covered breezeway for outdoor living; closed, you'd have a weathertight garage.

Overhead Door Corp. suggests this plan as another adjunct to the trend to outdoor living and suggests the kind of “convertible” installations that might be appropriate all around the country. In the company's new brochure you'll find ways to convert carports into two-purpose garage and play room areas; ways to replace the backwall with an overhead door, and ideas for screening or glassing indoor sections.

Overhead Door, Hartford City, Ind.

For copy, check No. 40 on coupon, p. 250

Laundry space and location

Here's a new circular from the Small Homes Council which will help you figure how much space you should allow for the home laundry, and where in the house you should put it.

Among the space recommendations: work space should be at least 3'8" wide and 3'6" deep in front of a washer or dryer or combination. For washer and dryer placed side by side, increase width to 5'6".

Work space for ironing should be at least 5'10" long and 3' deep.

“Where space is not critical,” the circular suggests, “a well planned laundry area should be large enough to accommodate not only washing and ironing appliances, but also related equipment like the laundry cart, laundry sink, counter, cabinets, drip dry space, ironing board, and clothes rack.

Arrangement and location of the equipment to provide a normal sequence of steps are discussed.

And the relative advantages of locating the laundry in a special laundry room, in the kitchen, in the bathroom, or in the bedroom hall are outlined.

Booklet costs 15¢.

For copy, write direct to Small Homes Council, University of Illinois, Urbana.

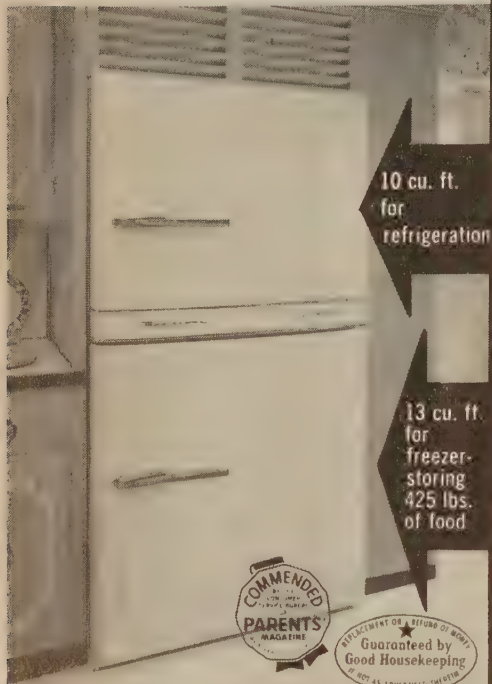
Sewage disposal a problem?

Then you'll find this 40-page booklet—“The homebuilders' guide to effective sewage disposal”—most useful and helpful. Because disposal problems vary so much from area to area, this book is organized in “problem-and-solution” form, describes

continued on p. 250



Sound Effects of a Sale ...



Started with the New Manitowoc Built-in 2-Zone

The new Manitowoc 2-Zone is so outstanding in sheer beauty and practical features that it primes a prospect for a much bigger sale—a complete kitchen installation, even a new home!

“When women went through the kitchen of my prize-winning model home,” says James M. Nichols, Milwaukee builder, “I could hear the sound effects caused by the Manitowoc 2-Zone. There were ‘Ah’s’ and ‘Oh’s’—more than I ever heard when they looked at other featured items. So I knew I had a winner in the 2-Zone, which I have since placed in many new homes.”

Other special builder advantages include choice of finishes, compactness (82x36x24), easy six-step installation, and honest construction that ends service worries.

And remember... you can sell America's most desirable combination at the lowest price per cubic foot of capacity.

MANITOWOC EQUIPMENT WORKS,
Manitowoc 35, Wisconsin

Send details about: ☐ Built-in 2-Zone ☐ Chest freezers
☐ Free-standing 2-Zone ☐ Upright freezers

CLASSIFICATION: ☐ Builder ☐ Wholesaler ☐ Dealer

☐ Kitchen specialist ☐ Architect ☐ OTHER

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FIRM _____

ADDRESS _____

CITY, STATE _____

Mail this coupon.

Install A Fireplace that — Really HEATS



Majestic CIRCULATOR FIREPLACE

WITH EXCLUSIVE

Radiant BLADES®



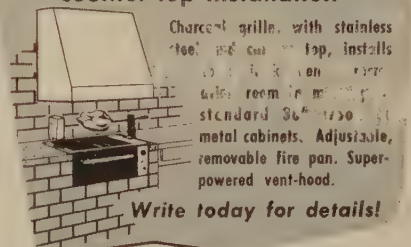
Designed for Perfect Operation

Scientifically engineered, this all-steel, ready-built unit makes it easy to install a fireplace that will work perfectly every time, because all the parts are properly proportioned for best operation. It also captures the “up-the-flue” heat and circulates it through the room. Complete unit includes damper, smoke chamber, down-draft shelf, smoke dome, angle seals, and firebox—a continuously welded heavy-gauge steel form around which any mantel can be built.

• Radiant Blades give more heat, strengthen firebox • Tight-fitting damper for air conditioned homes

CHAR-GRILL

New built-in barbecue for counter top installation



Write today for details!

The **Majestic** Co., Inc.
413-B Erie St., Huntington, Ind.

The third annual
homes for better living

AWARDS

for architects, builders and homeowners
in the Midwest

THE AMERICAN INSTITUTE OF ARCHITECTS is sponsoring a series of annual awards for Homes for Better Living in cooperation with LIFE, HOUSE & HOME and fourteen national associations.

Who may submit entries

Entries may be submitted by the owner, architect, or builder. The houses must be designed by a registered architect and built and completed in: North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Michigan, Indiana, Ohio, Kentucky, Nebraska, Iowa, Kansas, Missouri, or Oklahoma, since January, 1955.

Winners will be announced at the 90th Annual Convention of the A.I.A. in Cleveland, July 7-11. The winning houses will be published in HOUSE & HOME and exhibited at the Cleveland Museum of Art.

Awards will be made in two major categories:

- 1 Houses designed specifically for an individual owner, divided into three classes according to size:
 - a. Under 1,600 sq. ft. of living space.
 - b. Between 1,600 sq. ft. and 2,800 sq. ft. of living space.
 - c. Over 2,800 sq. ft. of living space.
- 2 Houses designed for a merchant builder and sold speculatively, divided into three classes according to sales price:
 - a. Under \$15,000
 - b. \$15,000 to \$20,000
 - c. Over \$20,000

Because it is difficult to compare houses designed for different climate, budget and site conditions, the jury will judge each entry on its merits and award as many First Awards and Awards of Merit as the submissions seem to justify. Any number of houses may be entered.

Certificates of these awards will be given to owners, architect and builders of the houses so honored.

Judging

Judgment will be made by a jury of nationally distinguished individuals representing the fields of architecture, building construction, building finance, publishing, and consumer interest. The jury will meet in the Time & Life Conference Room, 9 Rockefeller Center, New York, on May 15-16.

entry slip

To the Committee for the Homes for Better Living Award American Institute of Architects, 1735 New York Avenue N.W. Washington 6, D. C.

Enclosed is \$ (\$10 per house) in payment of the entry below.

This slip and entry fee must be in the hands of the committee by March 28, 1958.

Homes for Better Living Award

LOCATION CATEGORY & CLASS OF HOME

OWNER

ARCHITECT BUILDER

Submitted by

Address

BUILDERS:

Now you can have a

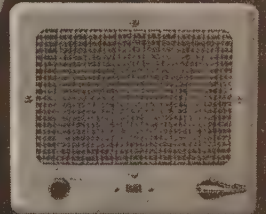
"Salesman in every Room"



Rangaire
Model 660

16 station master for larger homes with two-way speaker and remote door answering and listening post.

Door
Speaker-Mike



When you install the

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RADIO-INTERCOM

in your home!

This smart looking, pleasure giving Rangaire excites your buyers room by room as they walk through your home. Easily installed, simple to operate, Rangaire gives your home that uniqueness so wanted by today's more discriminating buyer. Demonstrate Rangaire's two-way talk and automatic timer features or turn on Radio for music throughout your home as you sell. Heavily advertised, millions of people are being pre-sold on Rangaire right now, putting them in that ready to buy mood when they see and hear the Rangaire in your home. Ask your dealer about Rangaire's complete line of Radio Intercoms today. You'll find quality to fit your home, prices to fit your budget.

FREE Color Booklet of complete Rangaire line. Write
Roberts Manufacturing Company; Cleburne, Texas;
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ADVERTISED IN
LIFE

Rangaire

FOR BETTER LIVING AT HOME



Curtis folding louver doors such as these will be featured in Curtis advertising during April in BETTER HOMES AND GARDENS, AMERICAN HOME, HOUSE BEAUTIFUL and HOUSE & GARDEN. Curtis windows and other woodwork will also be extensively advertised during 1958.

CURTIS
WOODWORK *heart of the home*

1868
CURTIS
WOODWORK

Bright new feature...to help you sell homes ...Curtis Style-Trend Folding Louvre doors

The widespread popularity of louver doors gets an extra push in April when Curtis Style-Trend folding louver doors are advertised to 8,706,474 readers of leading home magazines.

Used in your homes, these Curtis louver doors give you major help in selling. With all the warmth and charm of wood, they offer the advantages of folding units which provide full width access to closets, wardrobes, linen closets and other storage spaces.

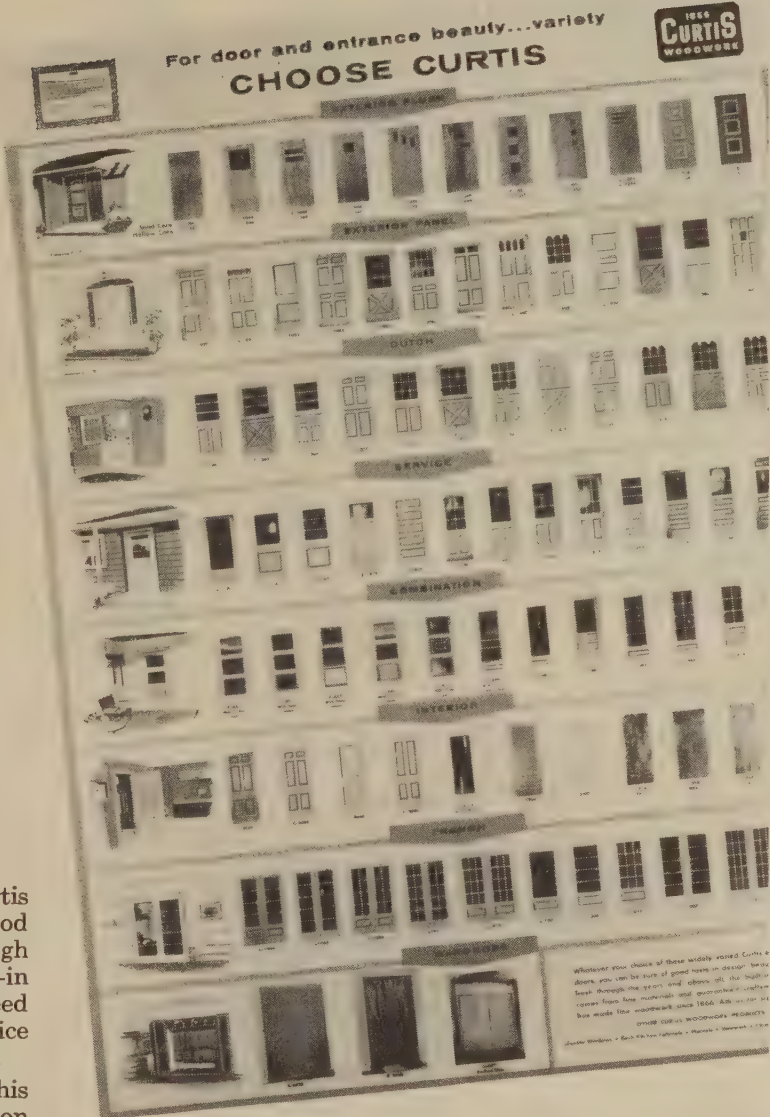
These louver doors are made of durable ponderosa pine and use chevron-type fixed slats which permit free circulation of air. They roll silently on nylon bearings.

Doors are also made in flush door design—the famous Curtis New Londoner style. Both louver and flush doors are made in four sizes—and all hardware is furnished. Easy, quick installation in old or new houses.

94 door styles in the complete Curtis Woodwork line

Whatever your choice of the widely varied Curtis line of entrances and doors, you can be sure of good taste in design and beauty that keeps fresh through the years. And, too, you can depend on the built-in quality that comes from fine materials and guaranteed craftsmanship. Curtis Woodwork has been the choice of successful architects and builders for 92 years.

Your Curtis Woodwork dealer will show you his big door and window selector charts, as illustrated on the right. These make door and window selection fast and easy.



CURTIS

WOODWORK *heart of the home*

HH 3-58

Curtis Companies Service Bureau
200 Curtis Building, Clinton, Iowa

Please send literature on Curtis doors and
other Curtis Woodwork.

Name.....

Address.....

City.....State.....

WOOD SCREWS

DRIVE SCREWS
DOWEL SCREWS

CARRIAGE BOLTS
HANGER BOLTS

STOVE BOLTS
TAPPING SCREWS

MACHINE SCREWS
& NUTS

IN FASTENERS
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quality

Quality is an important element in your plans, so be sure that Southern fasteners go into the job.

The hardware and other materials fastened with screws may be of top quality, but if the screws do not hold, your whole job looks shoddy.

Be sure of the best USA-made screws. Specify Southern!

Sold by Hardware and Building Supply Dealers everywhere—through leading wholesale distributors.

Warehouses: NEW YORK • CHICAGO • DALLAS • LOS ANGELES

Wood Screws • Stove Bolts • Tapping Screws • Machine Screws • Drive Screws • Dowel Screws • Carriage Bolts • Hanger Bolts



a number of ways to handle sewage if:
... municipal lines are available, but too high to handle sewage from your houses by gravity

- ... a large river is available
- ... a medium size stream is available
- ... only a small stream is available.

The booklet describes the conditions under which primary, intermediate, and complete sewage treatment is necessary.

(For more details on sewage treatment, see "What you need to know about sewage," H&H, Feb.).

Yeomans Bros., Melrose Park, Ill.

For copy, check No. 41 on coupon below

An analysis of housing

Glenn H. Beyer, Director of Housing Research Center and Professor of Housing and Design at Cornell University, details in definitive and scholarly form the im-

portant aspects of housing and related fields. He discusses the past, present and future evolution of people's housing needs and demands, urban, suburban, exurban and rural houses; public and private housing; multiple dwelling and one-family homes. The book details the significant trends in the economics and financing of housing, population migration and growth, housing supply, home ownership and the expansion of new neighborhoods. The text is well supported by a great many interesting charts and graphs.

The book is good background for relative newcomers to the industry, should prove a valuable updating to even the most experienced builders, architects, and housing officials.

355 pages, \$8.95.

For a copy, write to The MacMillan Co., 60 Fifth Ave., New York City.

Want more information?

The numbers below are keyed to the items described on the New Products and Publications pages. Circle the ones that interest you and mail the coupon to:

House & Home

Room 1021A 9, Rockefeller Plaza, New York 20, N. Y.

NEW PRODUCTS

1. Andersen modular window ☐
2. Calcinator incinerator ☐
3. Majestic incinerator ☐
4. Caloric incinerator ☐
5. Locke incinerator ☐
6. Martin incinerator ☐
7. Toplite skylight ☐
8. Paniflex door ☐
9. St. Regis drawers ☐
10. GE room air conditioner ☐
11. Coleman year-round unit ☐
12. Lennox year-round unit ☐
13. Philco split-level oven ☐
14. Proctor wall jacks ☐
15. Biltwell casement window ☐
16. ROW awning window ☐
17. Arcware cabinet frame ☐
18. Ekco self-rim sink ☐
19. Hardwick broiler ☐
20. KitchenAid dishwasher ☐
21. Coppes island unit ☐
22. Curtis Fashionwood cabinets ☐

23. AllianceWare bathtub ☐
24. American-Standard fixtures ☐
25. Westinghouse conditioner ☐
26. Wasco self-flashing skylight ☐
27. Carrier conditioner ☐
28. Frigidaire conditioner ☐
29. Bennett-Ireland damper ☐
30. Curon wall covering ☐
31. JalZinc roofing ☐

PUBLICATIONS

32. Colorcrete booklet ☐
33. Teco lumber designs ☐
34. Rilco catalog ☐
35. Minnesota Mining products ☐
36. Pittsburgh Corning block catalog ☐
37. Cyclotherm boiler specs ☐
38. Towmotor equipment catalog ☐
39. Hotpoint kitchens booklet ☐
40. Overhead Door carport plan ☐
41. Yeoman Bros. sewage booklet ☐

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OCCUPATION _____ TITLE _____

FIRM _____

STREET _____

CITY _____ STATE _____

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House & Home's servicing of this coupon expires June 1958

In addressing direct inquiries, please mention

House & Home

and the issue in which you saw the product or publication.

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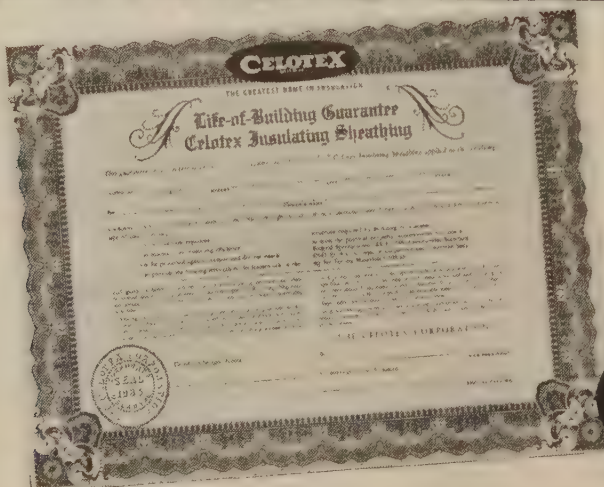
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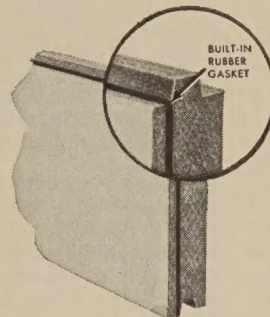
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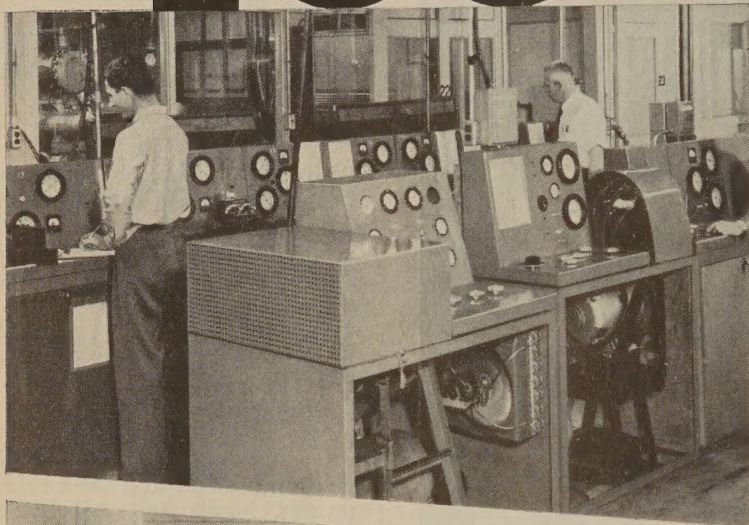
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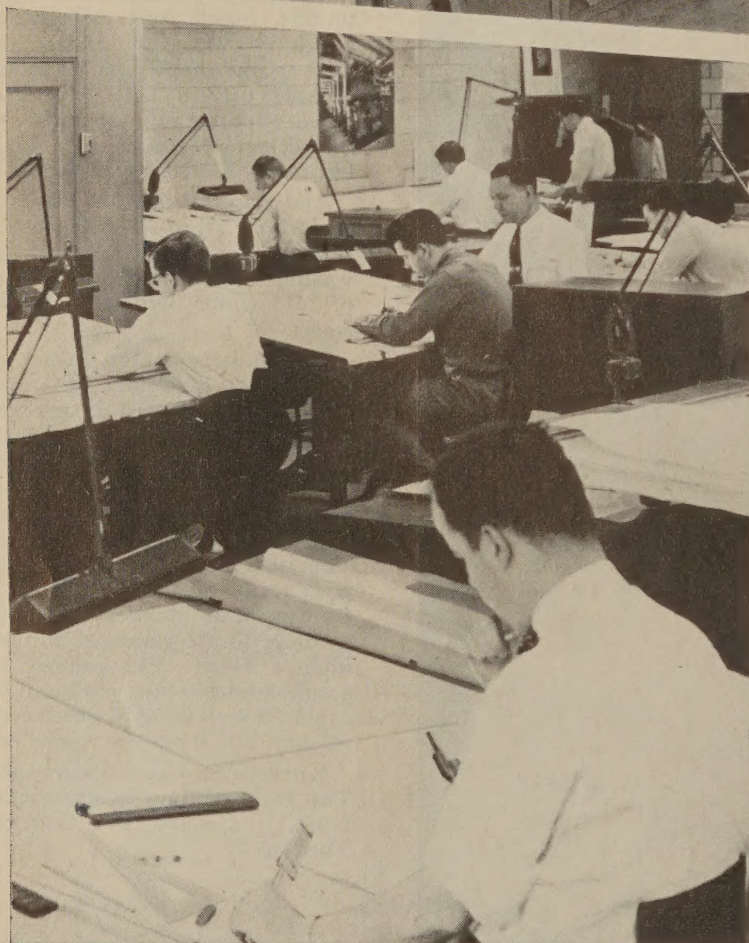
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